



Center of the Southwest

# DALLAS

A MONTHLY MAGAZINE PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE

Volume 12, No. 2

FEBRUARY, 1933

Price, 15 Cents



This is the eleventh of a series of sketches by Guy F. Cahoon. It shows the Federal Reserve Bank of Dallas, Headquarters for the Eleventh Federal Reserve District

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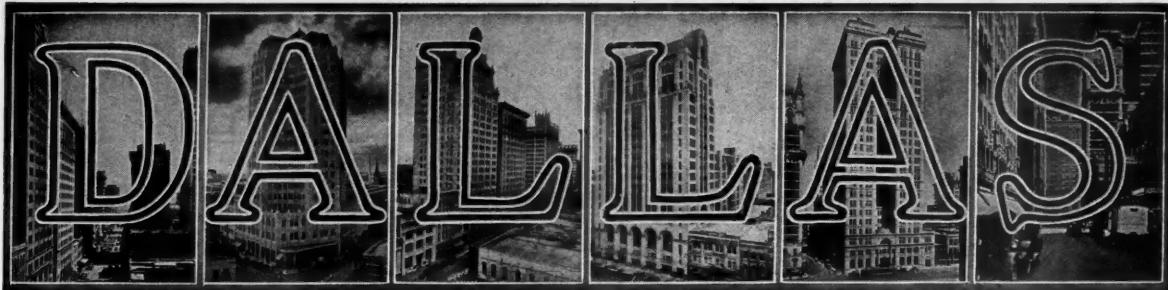
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Volume 12

FEBRUARY, 1933

Number 2

# 1933 Budget Is Secured

**More Than 400 Workers Canvass Town for Increased  
Support of Dallas Chamber of Commerce**

MANY new names are being added to the roster of the Dallas Chamber of Commerce by the membership campaign just completed. Below are shown some of the new members and budget increases secured by volunteer workers under the leadership of L. B. Denning, general chairman.

The A. Major division worked under the chairmanship of Ralph Kinsloe, with John J. Simmons as vice-chairman. Chairman of the B. Major division was Sol Dreyfuss and vice-chairman was L. T. Blaisdell.

The following is a list of memberships and increases turned in at the first three meetings of workers. The completed list of 1933 members will be printed in the next issue of "Dallas."

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Blanton, Thomas & Co.  
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Central Bitulithic Co.  
Rosser J. Coke, Jr.  
Cowser & Co.  
A. W. Cullum & Co.  
Craddock & Co.  
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Dallas Plumbing Co.  
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Love Field Co.  
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McNeny & McNeny.  
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Packard-Scruggs Co.  
Seay & Hall.  
Southwestern Life Insurance Co.  
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Stewart Office Supply Co.  
Tarver Steele & Co.  
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Universal Building Products Co.  
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American Produce & Vegetable Co.  
B. Aronoff Shoe Co.  
Barrow, Wade, Guthrie & Co.  
Beautycraft Laboratories, Inc.  
R. D. Black.  
John P. Bounds Co.  
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Dr. Peyton L. Campbell.  
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Chicago, Milwaukee, St. Paul & Pacific R. R.  
L. Coffman, Agency Mgr., West Coast Life Ins. Co.

M. P. Crum Co.  
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Dallas Trunk Factory.  
Dallas Oil & Refining Co.  
Dallas Sewing Machine Co.  
Dallas Sanitary Wiping Cloth Co.  
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Morey & Morey.  
Moss & Urchel.  
Morris Men's Wear.  
S. W. Nichols Co.  
Oak Lawn Radio Shop.  
P-B Brake Service.  
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# Purifying Old Crankcase Drainings

**A**FTER thousands upon thousands of dollars have been literally thrown away in lubricating oil discarded as unfit for further use, science makes the discovery that used lubricating oil can be purified and restored to its original condition and serviceability. Actual loss of the lubricating ability of oil does not occur, but is retarded by contaminants which are taken into the oil during operation of the engine.

Lubricating engineers, chemists and students of oil agree that when these contaminations are entirely removed from crankcase drainings and the remaining oil properly purified to restore the viscosity, fire and flash-points, free from carbon residue, surplus acidity, etc., —the resulting purified oil is a more perfect lubricant than the new oil.

The Triploil Manufacturing Company, Dallas, manufacturers of Triploil Process Machines for restoring used lubricating oil, recently announced an improved model that is distinctly an advance over any other method of purifying crankcase drainings. The Company has been granted patents covering the machine and also the purifying process by which it operates. Application has been made for additional patents covering new features of the improved model.

All the processes of purifying used oil in the Triploil machine are carried on within an enclosed unit. Because of the compact design of the equipment only a small amount of floor space in an engine room, service station or garage is required for its installation.

By means of its complete distillation and filtration method, the Triploil Process recovers only the finest, toughest and most serviceable part of the used oil which has been motor seasoned. The simplicity of the Triploil Process and the automatic features of the machine require only a small amount of labor. As no chemicals are used, a skilled attendant is unnecessary.

The Triploil Process for purifying oil is both economical and simple. Five gallons of crankcase drainings are placed in the mixing chamber of the machine and thoroughly mixed with a small quantity of absorbent clay. The molecular construction of this special clay is different from most clays in that it has an affinity for carbon, and once it has been impregnated with carbon it can not be repurified.

The oil and clay mixture is forced into the heating chamber of the machine by means of air pressure. Heat is then applied with a gas or gasoline burner or electricity to drive off all liquid impurities. When the proper temperature is obtained, the oil and clay mixture is subjected to steam treatment. This is accomplished by means of special steam-treating devices which are built-in fea-

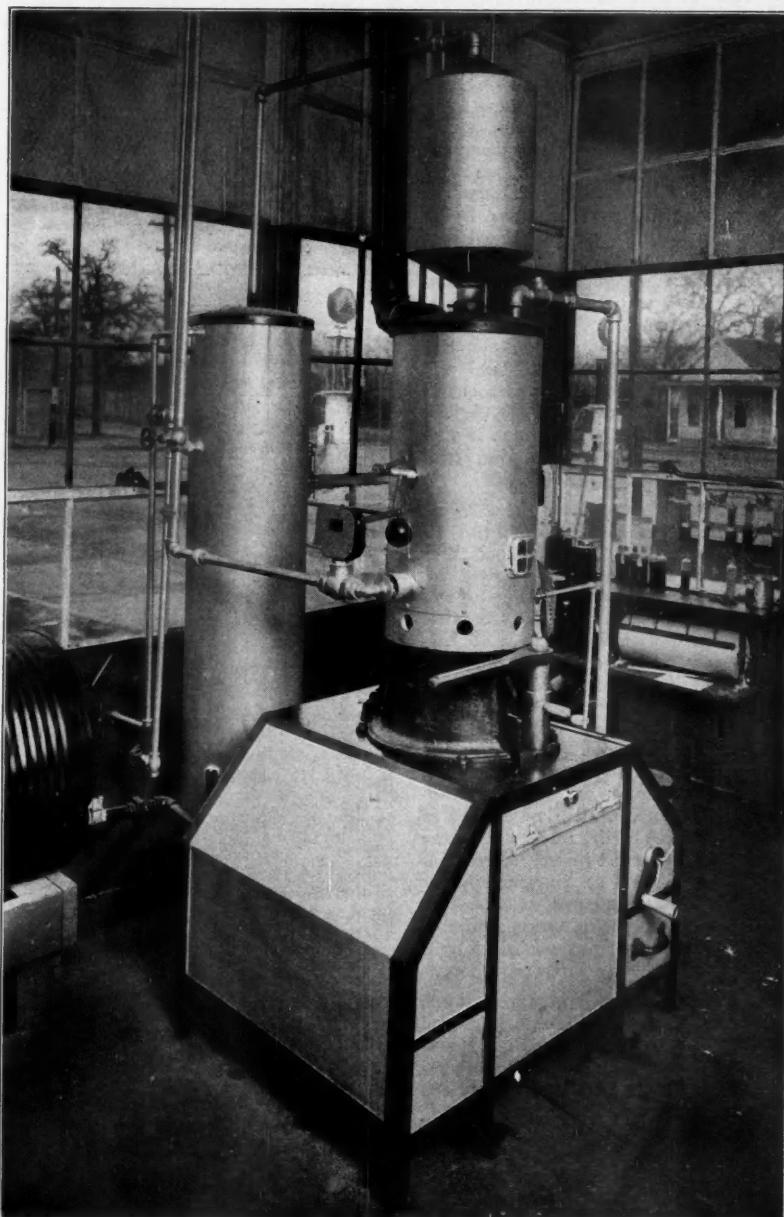
tures of the machine and operate automatically.

Following this steam treatment the temperature is reduced and the oil and clay mixture released into the filtration chamber. Complete filtration is obtained by applying air pressure which forces the oil through a double thickness of Kraft paper. All solid matter such as clay, carbon, motor grindings, dirt and other contaminants remain behind on the filter paper. The oil thus purified is restored to its original condition and serv-

iceability—including clear, natural color.

The capacity of a Triploil Process Machine is seventy-five to 100 gallons of purified oil in ten-hour day, depending upon the type of fuel used for heating. The percentage of recovery of purified oil is eighty per cent to ninety-five per cent of the crankcase drainings cleaned, depending upon the quality of the oil when it was new. On actual tests purified crankcase drainings have given twenty per cent to forty per cent longer

(Continued on Page 18)



Triploil Machine Installed

# Our Foreign Commerce

## Texas Foreign and Domestic Bureaus Should Be Retained

**F**ROM Washington comes the report that one of the four Texas offices of the Bureau of Foreign and Domestic Commerce, Department of Commerce, will be closed on account of the enforced economy occasioned by a drastic cut in the appropriation for the next fiscal year. It appears that in spite of the fact that the Department of Commerce reduced considerably the amount requested for the fiscal year 1933 as compared with 1932, and that the Budget Bureau and the House of Representatives each reduced it still further, the Senate put into effect a blanket additional reduction of ten per cent, a rule which it did not apply to the more expensive departments. The result is a net reduction of twenty-seven per cent, as compared with the previous year. In endeavoring to adjust itself to this situation, the Department of Commerce has allocated the funds within the Department in such a way that the Bureau of Foreign and Domestic Commerce will be forced to stand a reduction of more than twenty-seven per cent, and this will necessitate a considerable curtailment of the service the Bureau renders. And one feature of this curtailment which is proposed is the closing of one of the Texas offices.

Now, nobody can accuse The Texas Weekly of ever taking a provincial attitude with respect to the expenditures of the Federal Government, or of insisting that any activity of the Government should be continued merely because it was located within this State. Likewise, it can not be said that we have been among those who urge appropriations, while insisting that government expenditures must come down. But we have on many occasions pointed out that there is a decided difference between government economy and blind and unintelligent retrenchment. The closing of one of the offices of the Bureau in Texas can not fail to curtail its service considerably, and in view of this curtailment of service, it is in order to ask whether such a drastic cut in the funds available for the Bureau (nearly one-third) is real economy or unintelligent retrenchment.

The Department of Commerce, taken as a whole, is one of the most useful and one of the less expensive of the departments of the Government. Its appropriation for the fiscal year 1932 represented a fraction more than one per cent of the total expenditures of the Federal Government. It returned about twenty per cent of that to the treasury in revenue from the sale of bulletins and other publications, so that in fact its net expenditures during last year were less than one

The accompanying article, written by Peter Molyneaux for The Texas Weekly, is reprinted here-with as one of the best presentations of the case of the Texas branches of the Bureau of Foreign and Domestic Commerce. It contains some thought-provoking statements with regard to the present economy policies of the Federal Government.

per cent of the total. And the expenditures of the Bureau of Domestic and Foreign Commerce represented only ten per cent of the total expenditures of the Department, or about 1-1000th of the total expenditures of the Government.

The expenditures of the Department of Commerce are divided among its various activities as follows: Lighthouses, twenty-five per cent; aeronautics, twenty-two per cent; patent office, twelve per cent; foreign and domestic commerce, ten per cent; coast and geodetic survey, six per cent; Census Bureau, six per cent; Bureau of Mines, five per cent; fisheries, five per cent; Bureau of Standards, five per cent, and navigation and steamboat inspection, four per cent. All of this, be it understood, represented approximately one per cent of the total expenditures of the Government in 1932.

If there had been a like reduction of the appropriations for all the departments of the Government, or even anything approaching a like reduction, there would be less reason to raise the question of the wisdom of this retrenchment in the Department of Commerce. But there has been no such reduction, nor does it appear that there will be a general reduction on anything approaching this scale. The reduction which has been made in this department's appropriation represents such a small reduction of the total expenditures of the Government (being less than one-third of one per cent) as to be negligible, but it is an enormous reduction for the Department itself, and especially for the Bureau of Foreign and Domestic Commerce. In view of this, there is at least some ground to raise the question as to whether this retrenchment is justified.

It is our deliberate opinion that so far as the Bureau of Foreign and Domestic Commerce is concerned, not only is there no justification for such drastic retrenchment, but it is a glaring instance if "penny-wise and pound-foolish" policy. This bureau is the Federal Government's

chief agency in promoting foreign trade, and if there ever was a time in the history of the country when such service was supremely important to the people as a whole it is now. Instead of curtailing the activities of the Bureau of Foreign and Domestic Commerce at this time, we ought to be expanding those activities. For never before has the task of maintaining and expanding our foreign trade been beset with more difficulties than now. And by the same token, never have we stood in greater need of a revival of foreign trade.

Texas, of course, has a special interest in this matter. It is second only to New York in the total volume of exports, and it stands far out ahead in first place in the percentage of its total production of wealth that is sold abroad. More than one-third of its people depend directly on exports, and many more depend indirectly upon them. Texas, therefore, has a special interest in seeing that the Federal Government does not curtail its activities in the interest of foreign trade at this time.

But there is a much greater national interest in this matter. It is almost an axiom that there will be no recovery of American business generally unless our foreign trade recovers. Even the Texas situation affects millions of people outside of the State, because Texas buys hundreds of millions of dollars of goods every year from other states with the proceeds of its foreign trade. But aside from that, the domestic market of the country, generally, is dependent to a great extent upon the proceeds of foreign trade. As important as Texas is as an exporting state, fully eighty-five per cent of the exports of the country come from other states. The whole country, therefore, is interested in seeing that the Bureau of Foreign and Domestic Commerce is not crippled at this time. The proposal to close one of its offices in Texas is only one feature of the retrenchment program which is being forced upon the Bureau. All of its activities throughout the country and in other countries are threatened with an injurious curtailment. There ought to be a public demand that this move be stopped and that the Bureau be provided with sufficient funds to carry forward whatever activities are essential in the present situation. How modest this demand would be can be illustrated amply by pointing out that the amount allotted to the Bureau for the current fiscal year is less than four million dollars.

We do not know precisely what procedure should be followed to get this ac-  
(Continued on Page 18)

# The Part of the Chamber of Commerce

By L. B. DENNING

**Y**OU may not go to church. Lots of people don't. That's their affair. But would you live in a community that had no churches? This is no plea for churches. It is merely an idea to start you thinking. Take schools, for instance.

Most people can find some criticism of the prevailing system of school operation. Educators themselves seem to differ on this point.

But who in the world would try to bring up a family in a community which, for any reason, was without schools?

Your individual reaction to banks may be a good deal in harmony with the suggested sentiments about churches and schools.

But you would hardly try to run a community without a bank.

But there are a few facts concerning them which are worth any person's careful attention. They do seem to have an amazing faculty for getting the very best locations in any given community. They have an almost uncanny skill in picking out the live cities and towns and passing up locations without promise.

Therefore, the mere fact that these institutions are located in a town gives it a standing.

But these are not all of the indices that properly measure a community. How about the longer reaches?

Someone wants to know, what will this place be like in twenty-five years? Is anybody thinking and planning ahead for that time? Who is thinking for the community? Are the men in it thinking for themselves?

Well, the average man doesn't think twenty-five years ahead in his own business. Some big corporations do—banks, railroads and insurance companies, for instance—but who thinks for the other fellow, and who thinks for the city as a whole?

There is, of course, an answer to this question, but it doesn't leap instantly to the lips of everyone. That is due to a lack of appreciation on the part of some people, and possibly a lack of straight thinking on the part of others.

Men have a way of grouping themselves together for certain objectives which they do not find it easy to accomplish by themselves. That is the underlying psychology of lodges, clubs, schools, churches and Chambers of Commerce. If you notice, you will find that these institutions think for the group mind a little further in advance than the average member of the group thinks for himself.

Clubs provide for the social side of life; churches try to keep men thinking straight on questions involving right and wrong; the schools are chiefly engaged

in building up the citizenship of tomorrow; while to the Chamber of Commerce falls the lot of building the city itself and uniting in a harmonious and progressive whole those various industrial, commercial, educational, religious, political and economic forces which make the community admirable in the eyes of those who contemplate it.

You would be surprised to find in just how many lines your Chamber of Commerce is thinking ahead for you, not only for tomorrow but for as much as twenty-five years. You might even be more surprised if you knew just how many of the things you enjoy at the moment are the results of thinking done for you one, two, five, ten or twenty years ago.

It may occur to you that there is something wrong with the system if you do not know about them. The real fault—if there is a fault—is a little quirk in human nature. We tend to remember individuals, personalities, not groups.

A Chamber of Commerce—your Chamber of Commerce—is like a research laboratory, after it has a fact of potential value, it turns it over to the production department to work out and market. You may be that production department.

Examine for a moment into some of the more outstanding achievements of Dallas life in recent years—the civic center, the airport, development as an oil center—in each one, somewhere along the line, you will find the finger of the Chamber of Commerce.

To it come ideas from all sorts of sources—all sorts of ideas, too. And these must be classified and clarified. They must be put into the channel of realization, if possible, and if not, held in reserve until a more appropriate time.

And when the idea is working, the group of men directly charged with its execution will be the ones remembered by the public, will be the ones whose names get into the newspapers and, in the end, it is doubtful if one per cent of all the persons interested will recall that the Chamber of Commerce had anything to do with it.

The Chamber of Commerce presents itself as a centralized, co-ordinating, promotional agency for a city. The average newcomer to a city finds in it his first opportunity for community contact. His impressions will be recalled, not as mirroring the Chamber of Commerce, but as memories and recollections of the city itself. The stranger grasps your hand and the hand of 300,000 others that make this a city—your city—our city—when he contacts your organization that is known as the Chamber of Commerce.

The work of the Chamber of Commerce is technical, but it is also diversified. The

Chamber of Commerce has a branch devoted to the securing and the assisting of conventions. The Chamber of Commerce has a bureau looking after foreign commerce and another department looking after transportation.

In its program is a definite chapter sponsoring the activity of the manufacturers and wholesalers, who concern themselves with business of all sorts in the trade area of Dallas.

Not only are these things diversified, but each in itself has a technique which only those identified with its group properly appreciate.

It takes a person trained in organization to see the Chamber of Commerce as a whole. Any one of its functions is usually enough to interest an individual or a corporation, but there are a few who can appreciate it as a unit, or an organization of many functions.

There are still here and there individuals who ask "What do I get out of it?" when they are approached with the idea of becoming a member of the Chamber of Commerce.

To them the answer is that here is an organization that is doing something for you better than you can do it for yourself. It is thinking for you, planning for you, working for you and watching for you when you yourself may not be aware that anything detrimental to your interests is abroad in the land.

The reason you should support it is that it can not exist without support and your responsibility is just that of any other straightforward, square-shooting individual or corporation, which means to pay its way as it goes, and shoulder its share of the responsibility for an organization and corporation that serves it, and the community in which it lives and does business.

By supporting the Chamber of Commerce, which is the representative civic and business organization of the city, you have the satisfaction of knowing that you are playing your part in safeguarding, conserving, upbuilding and advancing the civic interests of Dallas.

## They are Working for You

Not only the regular staff of the Chamber of Commerce is working for you, but any number of committees composed of the leading citizens of the community. It is they who are thinking for you five, ten, fifteen and, in some cases, twenty-five years in advance of the actual needs of today.

Do you know that several large and important gatherings are being systematically sought for Dallas for dates as far ahead as 1934?

Do you know that week after week,

(Continued on Page 18)

# The Cost of Government

## A Careful Study of Work Being Done in Texas

**A**S we enter the new year, one of the most pressing problems which the people of Texas are facing is that of reducing public expenditures. The fourth year of depression finds the price level for practically all Texas commodities at its lowest without much prospect of early recovery, it finds unemployment in cities and towns at its highest and, in consequence, it finds also an almost universal condition of deficits in the numerous subdivisions of the State, record-breaking delinquencies in tax payment, and a general situation of fiscal embarrassment.

Public expenditures must be reduced radically. That is generally recognized. Governments, whether of nation, State, or the smallest political subdivision, can no more live beyond their income indefinitely than individuals. They can not go on very long spending what they haven't got. But governments must be maintained, essential public services must be continued; there is a minimum of government and public service below which we dare not go. On the other hand, taxes are already too high, considering the ruinous reduction of the income of the people during the past three years. Far from meeting deficits through increased taxes, there should be every possible reduction of taxes. Consequently, government expenditures must be reduced, while necessary government and essential public services are maintained.

Everybody agrees on this. But how? That is the big question. It gets us nowhere to denounce "the politicians" and demand vehemently that they must bring down the cost of government without impairing the public service. Moreover, most of such denunciation is unwarranted. But whether warranted or not, the question of how necessary government and essential public services are to be maintained while public expenditures are reduced can not be satisfactorily answered by such means.

And the same is true of demands for horizontal cuts of this or that percentage of all government expenditures, including all salaries. It is not true, as some people seem to think, that most governmental salaries are too high, even for these depressed times. And it is absolutely certain that any attempt at horizontal cutting of all government expenditures by a uniform percentage would seriously impair essential public services.

The solution of the problem is not so simple as all that. If it were so simple there would be no great problem at all. And yet the problem must be solved. A solution must be found. The big question of how to reduce public expendi-

tures radically without impairing essential public services remains.

In attempting to present here the best answer to that question which we have been able to discover, let us first call attention to two circumstances which improve the outlook to some degree. One is that recent legislation has provided means for improving the situation for local governments. The uniform budget law and the law requiring complete and accurate financial reports of all governmental subdivisions have increased the means of public control of local governmental expenditures measurably, and where fullest use has been made of those means the situation has been improved. The other improvement in the outlook applies to State Government expenditures and consists of the circumstance that a legislative committee on reorganization and economy, with a competent staff, has been making an intensive study of the various State departments, commissions and boards, and will submit to the regular session of the Legislature specific recommendations based on this study. Without giving a blanket endorsement of all the particulars of whatever recommendations that committee makes, we do not hesitate to say that the circumstance that such a report as the committee makes will be available for the guidance of the Legislature will constitute a big step forward.

But neither the fullest use of the means provided by the budget law and the fiscal report law nor the work of the Committee on Reorganization and Economy, nor both of them together, offers adequate solution of the problem. The fullest improvement of local situations is prevented by the present form of local government organization, particularly county government and school government. And even if the maximum of reduction were made in State Government expenditures, through enactment into law of the recommendations of the Committee on Reorganization and Economy, the fact would remain that local governments present the principal problem, for it is local governments that lay the heaviest burden of taxation on the people. Two essential steps to any very material reduction of the cost of government without impairing necessary public services are (1) reorganization of county government, and (2) reorganization of the administration of the school system.

The best answer to the question of how to reduce public expenditures in Texas that we have been able to discover is that offered by the Industrial, Commercial and Agricultural Conference, an organization of Texas taxpayers which

has been functioning successfully and efficiently for several years, and which was the first to suggest the reforms already adopted, including the uniform budget law, the fiscal report law, the new law governing the issuance of warrants by local governments, and the amendment to the Constitution requiring possession of a tax receipt as qualification for voting in bond elections. This organization not only originated the proposals for these reforms, but was very largely responsible for their enactment by the last legislature. Its executive vice-president, C. A. Jay of Dallas, we do not hesitate to say, is unquestionably the most competent authority on the question of governmental expenditures in the Southwest. We have had occasion to watch Mr. Jay's work and the work of his organization at very close range for several years, and our respect for both has increased with each passing year. The directing personnel of the Conference consists of an executive committee and a board of directors. The executive committee is composed of T. E. Jackson, chairman; H. A. Olmsted, vice-chairman; Fred E. Johnston, L. J. Black and W. S. Mosher. The board of directors includes L. J. Black, president; T. B. Baker, J. Perry Burrus, G. E. Carter, J. H. Cassidy, Ralph Goeth, R. S. Haseltine, T. E. Jackson, W. A. Johnson, Fred E. Johnston, Roy B. Jones, R. M. Kelly, John H. Kirby, W. S. Mosher, H. A. Olmsted, J. C. Peyton, S. L. Randlett and W. C. Trout.

The Conference, through its executive organization, has been conducting a patient and thoroughgoing study of governmental expenditures in Texas for several years, which study resulted in the reforms already noted, and it now offers a comprehensive plan, based on the results of that study, to bring down public expenditures without impairing essential public services. The Conference announces that it is "pledged to support this program only until a better one is offered." What the Conference wants is results. It offers its own suggestions as to how those results can be obtained, but will support better suggestions if such are offered by anybody else. That is the proper spirit in which this whole matter should be approached, and we adopt it as our own. Meantime, we say that the plan offered by the Conference is by far the best that has come to our notice. It is at once the most comprehensive and the one offering the most effective permanent relief. And we have the fullest confidence in the agency offering it.

It is to two aspects of the Conference program that we desire to direct attention:

(Continued on Page 21)

# Industrial News

## New Firms Continue to Open Here

**N**INETY-TWO new businesses were established in Dallas in January, including sixteen branches of national concerns, a substantial increase over recent months both in total number and in branches. Sixteen are classified as wholesale, four as manufacturing, thirty-five as retail, seventeen as oil companies and oil field supplies, and twenty as miscellaneous.

The principal manufacturing plant established in Dallas during the month was that of the Continental Battery Manufacturing Corporation, 621-23 North Washington avenue. The plant will manufacture batteries and allied products and is one of the three largest battery plants in the Southwest. It occupies 20,000 square feet of floor space and has a daily capacity of 200 batteries. H. L. Freear, for a number of years vice-president and general sales manager of the Southwest Wheel & Rim Company, is president.

New oil companies and concerns handling oil field equipment and supplies reported during the month were:

Baker Oil Tools, Inc., Huntington Park, Calif., transferred W. E. Rount, district representative, from Houston to Dallas; residence address 4222 Throckmorton St.

Chicago Oil Company, chartered by T. F. Hart, A. M. Hart and R. M. Speer, all with Hart Investment Company, 1931 Elm St. Authorized capital stock \$100,000. Plans not yet announced.

Classified Motor Oil System, retail marketers, leased corner of North Akard and Patterson streets for service station, and announced that headquarters would soon be moved from Fort Worth to Dallas and other stations established here.

Co-operative Trading Company, 618 Republic Bank Bldg., J. W. Hodges, manager.

Dragon Oil Corporation, incorporated with Dallas as headquarters by J. Hendrick, K. O. Bundy and F. J. Davis.

Gladewater Oil Products Company, 409 Construction Bldg.

Guardian Oil Company, 812 Dallas Bank & Trust Bldg., incorporated by W. Grant Blanchard, Jr., and associates.

Heyser Drilling Company, 1322 Kirby Bldg., drilling contractors, incorporated by E. S. Heyser and associates.

National Industrial Publishers, 913 Tower Petroleum Bldg., to publish national petroleum directory and weekly information service for the oil industry.

Roxie Oil Corporation, 1603 Allen Bldg., incorporated by Harry and William Susman.

St. Louis Surfacer & Paint Company, St. Louis, Mo., established branch at 2405 South Harwood street with D. S.

Picard, assistant vice-president. Company manufactures pipe coatings, paints, etc.

Shand & Jurs Sales Company, Denver, Colo., subsidiary of Shand & Jurs Company, Berkeley, Calif., appointed M. P. Hare, 2602 Catherine street, Dallas, as district representative.

Carl Short, Inc., drilling contractors, incorporated for \$50,000 by Carl Short,

southwestern manager with offices at 610 Santa Fe Bldg.

A. C. Ransom Corporation, ink manufacturers, established warehouse facilities at 1710 Carter street.

J. R. Watkins Company, Winona, Minn., manufacturers of medicines and remedies, designated Dallas as a distributing point and established a branch at 107 South Haskell avenue.

Duluth Refrigerator Corporation, Duluth, Minn., established warehouse facilities in the second unit of the Santa Fe Bldg. with Joe Milton, Jr., district sales representative.

Hope Windows, Inc., Jamestown, N. Y., granted a permit to do business in Texas with Dallas as headquarters, H. Grey Carroll, district manager; office in Praetorian Bldg. This company is a consolidation of Henry Hope & Sons, Inc., and International Casement Co., Inc., and manufactures and distributes steel windows.

Fafnir Bearings, Inc., New Britain, Conn., granted permit to do business in Texas with W. S. Shirley as State manager. Branch office and warehouse recently established at 2803 Commerce St.

Tennessee Cereal Company, Nashville, Tenn., entered Southwest with its new line of breakfast foods, sending George C. Hale to Dallas as sales representative. A distributing branch will probably be located here shortly, and the Company has announced that it will build a plant in Dallas when sales volume justifies.

Ross Engineering & Equipment Company, 1002 Tower Petroleum Bldg., machinery.

Folwell Engineering Company, Chicago, contractors, established offices at 1229 Second avenue.

Charles E. Hires Root Beer Company, Philadelphia, Pa., made Dallas district headquarters with John E. Fezler, 917 South Montreal street, south-central manager, and W. Troy Wade, State representative.

The Hawley Company, 4449 McKinney avenue, builders' supplies.

Beth Mure's Cosmetiques, 409 Central Bank Bldg., toilet goods, Bernie LeVine, manager.

Silk-Tex Company, Inc., Santa Fe Bldg., incorporated by A. Steinhaus, S. Balling and J. H. Katz to manufacture women's and children's dresses.



Boss: Dodson, I found this long blonde hair on the back seat of my limousine. My wife's hair is black.

Dodson: I can give you an explanation, sir.

Boss: Drat the explanation! What I want is an introduction.



## Dallas

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## Modern Communication

Continued From January

On April 1, 1932, it was announced that the contract of the Shanghai Telephone Company, one of the groups of the International Telephone operating companies, which was made with the Municipal Councils to convert Shanghai telephones to automatic operation within two years was finished in less than twenty months. The Shanghai Telephone Company employs the Rotary Automatic System and Shanghai is ninety-four per cent automatic, the remaining six per cent being outside the International Settlement where the company is under no obligation. It is interesting to note, incidentally, that notwithstanding the disturbances to which Shanghai has been subjected and the world-wide business depression, the telephone company for the first nine months of 1932 has had a gain in the number of telephones connected to the system of twelve per cent.

The International Group of companies employs the Rotary Automatic System widely in its operating telephone companies. The system has been installed in no fewer than twenty-six countries to the extent of over 1,500,000 lines installed or on order.

#### Radio Broadcasting and Receiving

December 19 marked a new radio era when the British Broadcasting Company, in a formal ceremony, opened the new twin short-wave transmitters at a new Empire Station, Daventry, England, by transmitting programs to countless millions. Each transmitter has a carrier output of 20 kw. and is capable of working six wave lengths between 13.9 and 49.6 meters.

To provide transmissions at convenient listening times, the world is divided provisionally into five zones: Australia, India, South Africa, West Africa and Canada. Seventeen antennae have been built around the hill top site giving the station an appearance of a huge pin cushion with thirty-seven pins, eighty feet high. There are eleven directional and six omnidirectional antennae. The transmitters are put on the air by pressing eight buttons and the apparatus has electrical and mechanical interlocks to protect the personnel and the equipment. Thirty thousand feet of cable are used to link up the apparatus and sixty gallons of water per minute are used for cooling the transmitters.

Standard Telephones and Cables, Limited, the English manufacturing and distributing organization of the International Group, in 1932 entered the radio receiving set market. The International System is also marketing receiving sets in Great Britain, Hungary, Austria, Germany, Belgium, Italy, Spain, France and Australia, where manufacturing and distributing activities in the domestic radio receiving equipment and its components is carried on.

It will be recalled that during the year, arrangements were made whereby Kolster International radio receiving sets are sold in Continental United States by the Westinghouse Electric Supply Company and a group of electric wholesalers doing business with that company. One of the group of International companies also negotiated a contract with the Philco Company whereby it manufactures Philco sets in England for the Philco organization.

Outstanding developments in the radio receiving set field in 1932 were the use of twin loud speakers to cover a wider frequency range and thus achieve more accurate reproductions, and the development of the Rejectostatic Type Kolster set. This set is screened against man-made static to eliminate interference from electrical appliances such as refrigerators, vacuum cleaners and ultra-violet ray machines.

#### Merchandising

The communication companies made a determined effort in 1932 to offset their falling off in volume of messages by the development of other services by way of by-products. This was especially true of the telegraph companies. By means of these new services the companies were enabled to derive additional revenue and to keep a large part of their operating forces continuously occupied at little increase in expense.

In line with the efforts to procure by-product business, arrangements were completed for the inauguration on August 1 of a nation-wide interline air express system with connections to Canada, Mexico and South America. Special door-to-door pick-up and delivery service is to be performed at all points by Postal Telegraph which was appointed commercial agent.

In January, Postal Telegraph pioneered in the simultaneous delivery of a million or more messages by Postal Telegraph messengers throughout the United States at comparatively low cost through a new service. Use of the service involves a master telegram sent to key cities where duplicate copies are made for messenger delivery. The service was first utilized by the Hudson Motor Car Company, Detroit, Mich., which sent personal invitations to 1,207,500 automobile owners to visit local show rooms and inspect the new 1932 Hudson and Essex cars. This type of service has been developed extensively by both the Postal Telegraph and Western Union companies.



"Did you tell anyone of your secret marriage?"

"No. I'm waiting for my husband to sober up. I want him to be the first to know it."

DALLAS, February, 1933

## Tales of Fraud and Fakers

As Told the Better Business Bureau

"Well, you know, Bob, I like you best, but a girl's got to have some things nowadays. Thirty-five a week is like looking through the wrong end of a telescope for me!"

"But Nan, I'm sure to get a raise next month."

"Yes, maybe five dollars—and in ten years more maybe five dollars more. Why don't you make some money? Other fellows do. Why, look at this. You write—why don't you get something out of it? I've been saving this for you!" Nan leaned forward in the hammock and tossed down to Bob an advertisement which she had torn out of some magazine.

Bob caught it deftly.

" . . . Write for the Movies—Big Money in It . . . IDEAS FOR MOVING PICTURE PLAYS WANTED BY PRODUCERS . . . 'Mm . . . 'A strictly bona fide service for those who would turn their talents into dollars.' Why Nan, do you suppose . . . ?"

"Of course I do—write and find out about it anyway. You'd better step lively, because George says if I'll marry him he'll buy me a sedan."

When the letter came from the Solar Photoplay Studios, Bob thought perhaps he had been rather slow. Why was he slaving away on the staff of an evening newspaper when "authors are paid fabulous sums for scenarios"? And it was apparently so easy. "Just write out your idea on any piece of paper that may be handy to you."

To be sure, Bob had secretly tried his hand at a few scenarios. But evidently he had gone at it in the wrong way. "Simply sending a manuscript out to a list of moving picture companies is quite a futile policy to follow. There are many advantages indeed in having a reliable author's representative attend to the details of selling."

The Solar Photoplay Studios, it seemed, would attend to the details in return for a nominal fee of \$36. More, the head of its editorial staff would give his personal attention to Bob's scenario ideas.

"That sounds almost too good to be true!" Bob thought to himself. "But I certainly need money. If only Nan could wait a little. She wants everything yesterday afternoon! And that list of prices paid to scenario writers! Why, some of them are pulling down \$200,000 a year!"

So Bob sent in his \$36, though Nan certainly was angry with him for not asking her anywhere that week. When he tried to explain, she said, "I'm not interested in your penny savings bank. Money talks. When you have some to speak for, call around. I'm going out tonight with George."

And Bob sent in a lot of scenarios. It was queer, with all the fine promises, that none of them seemed to sell. If this editor was a whiz, why couldn't he gath-

er in a few hundred—even if not \$200,000 a year—for one of those scenarios. Ten dollars would help toward one evening with Nan!

The Solar Photoplay Studios were encouraging enough. Every time he sent in a scenario, a letter came saying that after necessary revision, the story would be suitable for photoplay production. No money came. It was getting harder and harder to have even a word with Nan.

Then a month passed without any news. The letter Bob wrote to the Solar Studios came back. So he borrowed fifty dollars and went to New York. The office was empty. "Guess you can find out about that outfit at the post office!" the janitor remarked with a grin.

"Solar Photoplay Studios!" the post-office official repeated. "Yes, indeed, that is quite a case!"

"It was a fraud, then?" Bob flushed.

"Oh, most decidedly. The company was getting 500 letters a day—accepting all offered scenarios and accepting fees for which it performed no service whatever. It actually represented that one of its employees—once a clerk for two weeks in a moving picture studio—had been managing editor of a large moving picture corporation. It employed a number of young girls revising the manuscripts, but so far as we could ascertain it never placed a single scenario with a producer. You know, not more than four out of 100,000 scenarios written by non-professional writers ever reach the screen."

"She'll have to get the sedan from George," Bob murmured sadly.

"I beg pardon!"

"Oh, nothing—I was just thinking to myself about 'service,'" Bob responded, bowing himself out.



### Exceptional Opportunity

The impression Dallas creates on visiting executives is reflected in a letter received by the Industrial Department from an executive of a large oil field equipment concern that maintains regional offices in Dallas. This executive says:

"The writer has occasion to visit Dallas six or seven times a year and is fairly familiar with your city. Personally, I always anticipate with pleasure a visit to Dallas and I consider that section of the United States one of exceptional opportunity from a commercial standpoint and a pleasant and healthful place to live."



Judge (to prisoner): "What, you here again?"

Prisoner: "Yes, sir."

Judge: "Aren't you ashamed to be seen here?"

Prisoner: "No, sir. What's good enough for you is good enough for me."

## New Officers Elected



ERIC C. GAMBRELL

At the first meeting of the new board of directors, Eric C. Gambrell was elected president of the Dallas Junior Chamber for the year 1933. Mr. Gambrell has been on the board for two years and served as vice-president during 1932. Archie Hunter, Myron Everts and C. R. Smith were the three vice-presidents elected. Joe A. Keith was made executive secretary and C. Glenn Cole was re-elected treasurer. Mrs. Uneta Brown will continue her duties as office secretary.

The new board is planning to stress a program of internal development during the new year. Projects will be taken on that will help the young business men in the Junior Chamber to realize they have a definite place in the civic development of the city. Work will be carried on that will make these same young men better able to serve their employer and ready to take more responsible positions in the future.

Mr. Gambrell has already appointed his committee chairmen for 1933 and most of them have organized their workers and are ready to get under way. Great enthusiasm has been manifested by the general membership and things look bright for an exceedingly successful 1933.

### Ragland Wins Wilson Cup

Once again an active Junior Chamber member has won the Wilson Cup, given each year by Geo. O. Wilson, past president of the local and national Junior Chamber bodies, to the young man in Dallas county, between the ages of 21 and 35, who has performed outstanding civic services. Mr. Ragland is a past president of the organization and is now president of the Texas Junior Chamber. He has been a member of the local group since 1928 and has served as a vice-president and national councilor as well as president.

Mr. Ragland is active in the Salesmanship Club and is a member of the junior board of the State Fair of Texas. He has taken an active part on numerous aviation committees and had the honor of flying to California in the first plane to make the dusk to dawn flight from Dallas to the Golden Gate.

The United States Junior Chamber also gives a service award to the outstanding civic worker in each community where there is an active Jaycee organization. Mr. Ragland was also presented with this token for his work during 1932.

# • EDITORIALS •

## True Humility

One of the greatest and most beneficial lessons which we have learned during the past two years is the lesson of humility. We have been humbled and brought to realize most of our weaknesses and mistakes of the past.

We had become great egotists. We had gotten selfish, arrogant and drunk with prosperity and, true to the history of the world in the past, when such a condition arrives, there always comes a time of reckoning which is a natural result of overconfidence and unsound commercial practices.

Egotism has ruined more men than any other one thing, and it is the one thing to which they are the most susceptible. When a man begins to think, talk and act too much in the first person, then he is already on the road to failure and oblivion. To use an everyday expression, "It won't be long then." And what is true of the individual is true of the whole.

So one of the best signs of the present for improvement and progress in the near future is the fact that we are now more humble. We realize our weaknesses as well as our abilities and we now have both feet on solid ground.

The humble man is certainly not a weakling. He has courage, faith and patience.

True humility is indicative of strength, power and greatness.

♦♦♦

## Government Expense

We are reprinting an article which appeared in The Texas Weekly on December 31. This article, written under the caption, "How to Reduce Public Expenditures in Texas," is a detailed discussion of the plan sponsored by the Industrial, Commercial and Agricultural Conference.

Peter Molyneaux, editor of The Texas Weekly, is one of the State's most competent economists, and the problem he discusses is of vital interest to all taxpayers. He points out the fact that a constructive plan to deal with this problem has been advanced by the Industrial, Commercial and Agricultural Conference and should have general taxpayer support.

If you are interested in securing a reduction of your tax bill, you will be interested in this article.

## A New Business Day

We have just concluded a successful membership campaign and Dallas still holds its place of leadership in the Southwest. The citizens have shown the courage and foresight which has built Dallas in the past and also their faith in the future. As a result Dallas is sure to go forward in a sound development during the coming period of reconstruction and progress.

The most gratifying thing about the campaign was the fine spirit and efforts of the many men who had an active part in the campaign. Not one man refused who was asked to work. They all gave liberally of their time and efforts and we wish to pay public tribute to them.

It was indeed a wonderful demonstration of the "Dallas Spirit."

♦♦♦

## To Our Newspapers

One of the greatest and most vital forces in the life and growth of any city is its newspapers. They have the greatest opportunity for constructive work since practically every man, woman and child reads a newspaper. They are the only means many people have of keeping informed of current events and consequently might be called educational institutions. Through their editorials is public sentiment molded.

Dallas is indeed fortunate in the character and kind of newspapers that we have. Managed and owned by unselfish business and civic leaders and manned by employees of the keenest and highest type, they have indeed accomplished much for our city.

The two major institutions necessary to the proper building of a city are its Chamber of Commerce and its newspapers. Without the co-operation and assistance of the newspapers a Chamber of Commerce would indeed be handicapped, and this organization wishes to pay tribute and express its deepest appreciation to our newspapers for their extremely helpful co-operation with it at all times.

Dallas has ample reason to be proud of its splendid newspapers.

# ELECTROCRACY

*Having lately learned that the majority of us are Democrats—and more recently that many of us are Technocrats—it now appears that most of us are Electrocrats. And such being the case we all ought to know just what the term implies.*

THE electrocratic era began about 1879 when Thomas Alva Edison and contemporaries first gave us the magic of electric service from a central station. Today 82½ million of us living in 20 millions of our 30 millions American homes are electrocrats—converted within the lives of our old folks to the philosophy of more spare time and less work through the use of electric service. And the remaining 42½ million of us living in 10 million American homes not yet wired for central station service eagerly look forward to the day when we too can enjoy the "hardships" of electrocracy.

Electrocracy is a philosophy—in its negative aspects the philosophy of saving more money, saving more time and saving more effort through *use* of electric service; and in its positive aspects the philosophy of making a dollar buy more, a minute embrace more and a movement accomplish more through *greater use* of electric service. Like Democracy, Technocracy or any other philosophy, Electrocracy is the study of the whole—the whole effect of electric service on our thinking, acting and being—and at least 82½ millions of us are experimenters and students in our own homes.

Electricity gives one candle-power of light at lower cost than candles themselves; so we are using infi-

nitely more electric candle-power than if our homes were crowded with burning candles.

Electricity takes infinitely less time to do a household chore than to do that chore by hand; so we are employing numerous electric servants to do the old familiar variety of chores in a fraction of the old housework day.

Electricity does its work so quickly, so well and so cheaply that we are finding an infinite variety of new contributions for electric service to make to our health, our leisure and our recreation.

Into our stores, our offices, our industry and our commerce our Electrocracy has penetrated so deeply that there is scarcely a place or a purpose for which each day some new application of electric service is not offering something better at still lower cost.

No householder or business executive would think of back-tracking to the pre-Electrocracy days even if that were possible. Few would contemplate standing still in the face of the amazing forward march of electric service application. Nearly all, instead, are alert to finding and using each new adaptation that will keep them in the lead in our magically developing electrocratic era.

## FREE

Your use of electric service automatically entitles you to the services of your electric service company's highly trained engineers, who possess the technical knowledge necessary to analyze your varied problems. These engineers gladly survey your present installation without cost or obligation and suggest ways to increase its efficiency. This free advisory service is also available to the building trades—architects, builders, electricians and contractors. Take advantage of this free offer. It may save you money. Certainly it will keep you abreast of the times—electrically.

Phone 2-9321—Station 356

## TECHNICAL ADVISORY SERVICE TO DALLAS BUSINESS AND PROFESSIONAL MEN

## DALLAS POWER & LIGHT COMPANY

**ALVARADO**, a busy little city about forty-one miles southwest of Dallas, is located in the black land cotton belt, and this and truck gardening have been the principle agricultural products in times past, although in the last two or three years the feeding of live stock and the raising of grain crops has been encouraged and has increased greatly. Write P. E. Pope, Mayor, Alvarado, Texas.

◆◆◆  
**AUBREY**. located about fifty-five miles northwest of Dallas, in Denton county, is characterized by progressive, forward-looking citizens, who have provided efficient city government and modern, well-equipped schools. The surrounding farm land is mostly black sandy land, adapted to the raising of grain, garden produce, poultry, sheep, cattle and hogs, and this diversification of agricultural programs has kept the community in a prosperous and thriving condition. Address City Secretary, Aubrey, Texas.

◆◆◆  
**CARROLLTON**, Dallas county, twenty-five minutes from downtown Dallas, fifteen minutes from Southern Methodist University. Population about 800, served by power, natural gas and good Artesian water. All conveniences. The advantages of the small town and large city combined. Served by three railroads and excellent bus service with forty cents round trip on busses to Dallas. Good churches and fine school system. Member Southern Association of Colleges and High Schools. Good farms can be bought now at a very attractive price. For full information, address City Secretary, Carrollton, Texas.

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**CEDAR HILL**, seventeen miles from Dallas on U. S. Highway No. 67, is a community of general farmers and stock raisers. Dairying and poultry, especially turkeys, assure a year round income. The black soil, overlying a gray sub soil, well protected by terraces where they are needed, makes the surrounding country advantageous for the growing of all kinds of crops. Cedar Hill has excellent schools and fine Artesian water. The future development of U. S. Highway No. 67 will place Cedar Hill on the most direct route from Central United States to Mexico. For further information, write to First State Bank, Cedar Hill, Texas.

◆◆◆  
**CELINA**, located forty miles north of Dallas on Highway No. 116 in the black land belt. The blackest and the whitest people. Soil prolific to the growing of corn, cotton, wheat, oats, Bermuda onions, barley and all kinds of truck and vegetables, poultry and stock raising. Healthful climate with mild winters.

Celina solicits manufacturing industries; has all necessary conveniences, highways, railroad and motor bus lines, natural gas, high-power electric service, Artesian water, affiliated high schools, six churches. Write Chamber of Commerce, Celina, Texas.



# A DIGEST OF

Concerning Manufacturing Opportunities, Inviting  
Trucking Lands and Cultural Advantages of the  
Listed. Write the Address Given and  
Receive Prompt Attention.

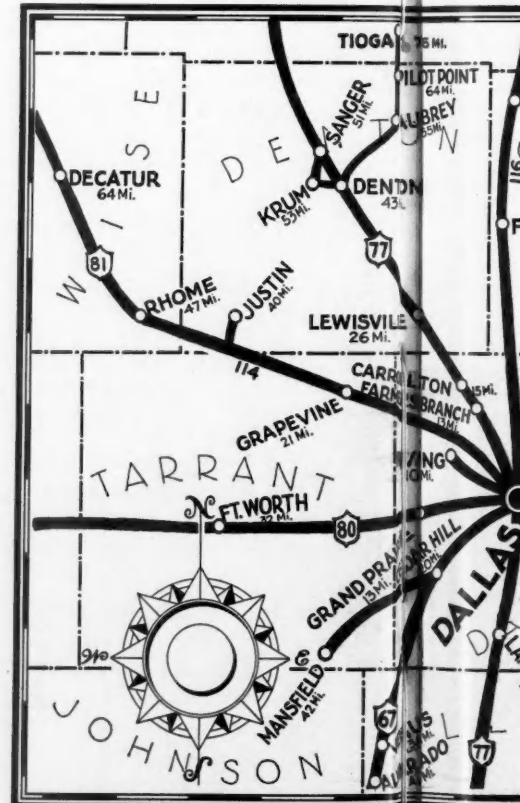
**DENTON** County; supreme in balanced farming; good farmers never fail here. Thirty-seven soil types—deep sand to rich black—a season and soil type for every crop. Thirty-six-inch annual rainfall; fruit, grapes, berries and truck abound here. Eight successful nurseries, big dairy center. Two large creameries and big cheese plant. Fine sheep, hog and cattle country. Plentiful supply of good Artesian water. Well advertised turkey and poultry center. Big city markets right at our door for all products. Near Dallas and Fort Worth, Texas, with good rail and highway connections. Frequent bus schedules. Denton county needs more farmers who can combine dairying, poultry, truck, fruit, live stock and farm crops into "balanced farming" a proven success here. Denton, the county seat, has a population of over 10,000 with two of Texas' largest State colleges with an annual enrollment of over 7,000 students. For further particulars, write the Chamber of Commerce, Denton, Texas.

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**FARMERS BRANCH**, site of one of the pioneer settlements of this territory, is located on the "second bottoms" of the Trinity river. East of the town the land slopes up to the black-soiled prairie and to westward the slope is gently down to the river bottoms. The farming land in this part of the State is exceedingly rich and the community is thickly settled with industrious, high-type citizens. General farming is practiced here, as conditions are well suited to cotton growing and the raising of live stock. Diversified farming is practiced more and more each year. Write for further details to R. L. Raspberry, Farmers Branch, Texas.

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**FORNEY**, just sixteen miles east of Dallas, in the richest black land belt of Texas, with natural gas, electric power and Artesian water, is an ideal place for small factories. Our chief crops are cotton, corn and that famous "Forney hay." Attractive proposition will be made to responsible party or firm looking for good location for textile or other factories. For further information, address Forney Lions Club, Forney, Texas.

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**FRISCO** is near the county line between Dallas and Collin counties, in the heart of the famous black land belt. It is chiefly engaged in the production of cotton, grain and live stock, which are produced abundantly in this territory.

Economists have declared that New England is developed and that the Southwest is on the fifteen per cent decline. borne out by indisputable statistics, has definitely established the Southwest to be the future growth of and expansion of America. The map below shows that fertile, progressive part of the Southwest is determined that nothing shall be left undone to keep the region well in the forefront. The cities and towns listed are busy communities, equipped with patriotic, progressive leaders, determined that their own townsmen and their townspeople will play a prominent part in the future glories of the Southwest.

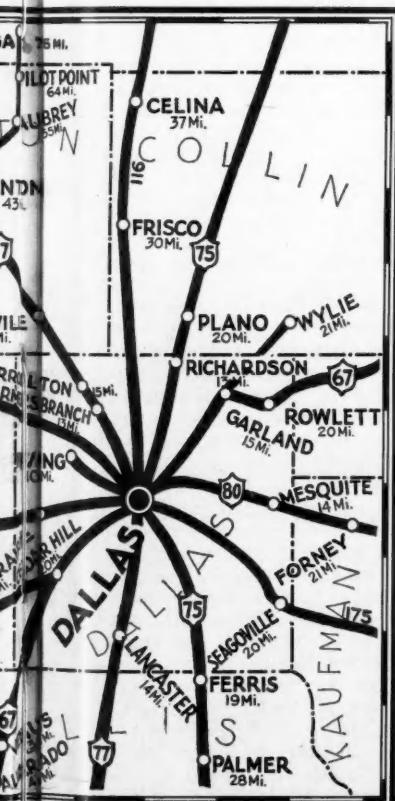


# OF FACTS



Opportunities, Investments, Farm, Fruit and  
anges of the Texas Towns and Counties  
Given and Your Inquiry Will  
equest Attention

New England is eighty-five per cent developed, fifteen per cent developed. This fact, has definitely established the fact that here expansion of American Business. The map west of the Southwest where men have left alone to keep their particular part of the territories and towns described on this page with patriotic, public-spirited leaders, all in all their townsmen's children shall share the territory.



Excellent Artesian water is available at a depth of about 750 feet. Geologists say that this is the same stratum and the same stream of water made so famous by the Oak Cliff independent water system. This town is located in possibly the best small grain district of the State, the average acre yield of oats being around sixty bushels, and ninety bushels is not uncommon in good years. Write to S. T. Carpenter, City Secretary, Frisco, Texas.

**GRAND PRAIRIE** stands midway between Dallas and Fort Worth, on the most traveled highway in the State, keeping in step with both great cities, to profit from each and to add her part to the development of each. Located in an ideal industrial section, yet maintaining the beauty and comforts of a home city, Grand Prairie has much to offer the prospective investor. Many factories have already chosen Grand Prairie because of its favorable location. Railroad and transportation lines, two nearby airports and a fine transcontinental highway provide transportation. For details, write Mrs. Stella Rohde, Secretary, City of Grand Prairie, Grand Prairie, Texas.

**GRAPEVINE**, twenty miles northwest of Dallas, twenty miles northeast of Fort Worth. Concrete highways from Grapevine to both cities. All modern conveniences; various types of soil; highly diversified farming; many country estates under development. Fully accredited high school; desirable industrial sites; excellent Artesian water. Small factories wanted. Attractive residential sites; four outlets by concrete highways; highest altitude in Tarrant county; \$1.00 tax rate. Nineteen hundred thirty census, 936 population; estimated 1,100 now. For further information, write D. E. Box, Secretary, Grapevine Business Men's Club.

**IRVING** is situated in the fast growing northwestern part of Dallas county, ten miles from Dallas, on paved road and twenty-five miles from Fort Worth.

Chief industries: Truck farming, dairying, nurseries and poultry raising. Soil: sandy loam, abundance of Artesian water, natural gas, electricity and sewerage.

Schools: Affiliated high school and grade school.

Transportation: Three railroads, Fort Worth to Houston, via Dallas, bus line,

convenient schedules. Irving offers ideal homesites for industrial Dallas, located only ten minutes' drive from the recently completed industrial area of Dallas. Due to our excellent transportation facilities and abundant trackage space, we can offer unusually good factory sites. The entire community surrounding Irving is served by good all-weather roads, making access to Irving and Dallas available every day in the year. Climate mild and healthful. Small tracts of land available for ideal country homes and estates. For detailed information, write Irving Chamber of Commerce, Irving N. W. Dallas County Civic Association, Irving, Texas.

**JUSTIN**, forty miles from Dallas, of which distance, thirty-eight is the newly completed, wide concrete Northwest Highway, is in the heart of an agricultural community unsurpassed in the State. It is but twenty-five miles from Fort Worth, the second largest live stock market in the world. Stock raising, dairying, wheat, cotton and poultry are featured industries in this community, well-balanced so that no one phase of agriculture so dominates. Located on the Santa Fe railroad, the town has excellent transportation facilities and quick communication with the markets of North Texas. A wide-awake citizenship is determined that this city shall keep step with the entire Southwest—the fastest-growing section in the United States. For further information, write Justin State Bank, Justin, Texas.

**KRUM**, Denton county, Texas, situated eight miles northwest from the City of Denton, county seat, and on the main line of the G. C. & S. F. railroad, thirty-eight miles north from Fort Worth. Krum is situated in the heart of rich farming section. The principal crops grown are wheat, oats, cotton and corn. Cattle, sheep and hog raising diversify the farming industry to a large extent. Also poultry and dairying are important items in supplying the family necessities. The town is connected with outlying farms by good gravel roads radiating in all directions. U. S. Highway 77 is within easy reach. Also State Highway 39 is but one mile distant. We are especially interested in getting in contact with farmers who want to purchase farm lands. For information, write Farmers & Merchants State Bank, Krum, Texas.

**LANCASTER**, a thriving little town fourteen miles south of Dallas, in Dallas county, has three banks, modern schools and churches, and is inhabited by forward-looking and progressive citizens. The fertile surrounding farm land produces fine cotton as well as plentiful grain crops, which encourage the growing interest in live stock in the community. The rich soil and the accessibility to Dallas markets offer unusual opportunities to progressive farmers. For further information, write to the City of Lancaster, Lancaster, Texas.

(Continued on Page 20)

## Purifying Oil

(Continued from Page 7)

and more efficient lubricating service than the original oil. Due to its perfect piston ring seal, increased gasoline mileage is an additional feature of Triploil.

The United States Government, Department of Commerce, in technological papers of the Bureau of Standards No. 223, states that used oil should be judged by the same tests that are applied to new oil, and will be equally serviceable. They also state that used oil may be restored to its original condition, thus aiding in the conservation of a non-replaceable natural resource.

The cost of purifying crankcase drainings is but a fraction of the cost of the original oil and many fleet owners are converting waste into profits through the use of purifying processes which are being applied on a commercial scale in various parts of the United States.

Government and municipal garages, utility companies, taxicab companies and other organizations whose activities require large quantities of lubricating oil are prolonging the life of oil used by them. The majority of crankcase drainings of the United States Army Air Service are used over and over again.

The first Triploil Process Machine for purifying crankcase drainings was designed in 1927. Due to the limited amount of oil recovered at that time and the comparatively high cost per gallon, the idea of marketing the machine was temporarily abandoned. However, experiments were continued and in June, 1930, improvements were developed which not only increased the amount of purified oil recovered but restored the oil to original specifications, including pure, natural color.

Immediately a manufacturing company was formed, known as the C. I. C. Manufacturing Company, with headquarters in Fort Worth, Texas. Capital was secured and patents applied for in August, 1930, covering the Triploil Process for cleaning crankcase drainings. The perfected Triploil unit was manufactured and after having been tested and proven in the field, application for machine patents was made in the United States and foreign countries. By July, 1932, 269 Triploil machines were in operation in twenty-nine states of the Union, Canada, Mexico and the District of Columbia.

In July, 1932, the Company was incorporated as the Triploil Manufacturing Company, succeeding the C. I. C. Manufacturing Company, and headquarters established in Dallas. L. B. Denning, Sr., H. G. Crowley, H. F. Crowley, L. J. Ireland and D. A. Huley are members of the board of directors. The sales program of the Company for 1933 contemplates the sale and distribution of Triploil Process Machines to manufacturers, fleet owners, etc., in all parts of the United States.

## Foreign Commerce

(Continued from Page 8)

tion, but certainly a word to the gentlemen of Congress, not only from Texas but from the country at large, would help some. Texas congressmen seem to be too little conscious of the circumstances that their constituents depend upon foreign trade more than the constituents of any other group of congressmen at Washington, and this might be a good occasion to call it to their attention. But the entire country is dependent upon foreign trade, and the demand should come from all states. Texas should not be placed in the light of making a provincial demand, when what it is demanding is in the interest of the entire country.

But Texas, in any event, should demand that the Bureau of Foreign and Domestic Commerce be adequately supported at this time. It is time that we should show that we appreciate the great work the Bureau has been doing.



## Part of Chamber of Commerce

(Continued from Page 9)

the board of directors of the Chamber of Commerce meets to consider and attempt to solve in a broad and unselfish manner the ever-increasing and perplexing problems that affect the civic welfare of the community?

Do you know that other groups are constantly scanning the industrial horizon to interest any possible new factory or employment group in locating in Dallas, if Dallas is in a position to offer anything attractive? And, of course, the Chamber of Commerce is vitally interested in and constantly co-operating toward the expansion, promotion and general welfare of all existing Dallas industry.

At a recent convention it was said, "The needs of its merchants, the protection of its business, the development of its industry, the cultivation of its market, the extension of its trade—these things as a matter of course are part of the Chamber's program. But these are only the skeleton. There must be recreation and religion. There must be aesthetic and cultural influences. These, too, in their broader aspects, are the concerns of the Chamber of Commerce."

Just as a man's mind for its best development must have commerce with the arts as well as the industries, with literature as well as with life, with ideals as well as with interest, for the fullest enjoyment of the years which are vouchsafed him, so must a city have an organization which correlates these not so dissimilar factors of living, which brings them within the grasp of the community as a whole, which thinks and plans ahead for the future, and which acts as a clearing house for all and several of its citizens, their ideas and aims, hopes and aspirations, and this

**LOCATION!**

**T**HE ADOLPHUS HOTEL is located in the heart of downtown Dallas!

Convenient to the wholesale and retail shopping areas and to the theatre district. Also, just a pleasant jaunt by motor or trolley to every part of the residential section.

Stay at the center of things!

**825 ROOMS**

**Excellent Food**

**\$2.00 UP**

**The Adolphus Hotel**  
Otto Schubert Jr., Mgr.

**DALLAS FINEST-MOST POPULAR HOTEL**

without self-seeking, and with only a limited degree of support.

This is the Chamber of Commerce. This is the Dallas Chamber of Commerce. This is your Chamber of Commerce. And you dare not let it lack! No more than you would forego your obligation to church and school, to lodge and association, to friend and family.



### New Business Bid

One of the recent new novelties manufactured by the American Beauty Cover Company is a line of bridge, writing and memorandum pads. A new firm, known as the National Novelty Company, is the distributor. Mr. Dean of the American Beauty Cover Company, has made the following comments with regard to the product. "In our judgment, the National Novelty Company, for whom we are manufacturing these on exclusive basis, will spread these all over the United States. The bridge pads have rules for both contract and auction bridge printed on the reverse side. The memo pads are designed in several different sizes to meet the needs of both personal and business use. Made of DuPont Fabrikoid cover and a writing surface of celluloid, they should last indefinitely if not damaged. Erasures are made by simply pulling a tab until the pad is clear, and then push back to first position. Writing appears on the surface due to a specially processed board. Here is an item that can be used in every home, school or office."



### WFAA Appreciation Program

The civic and political education committee headed by John Jacobson, arranged an appreciation program for radio station WFAA and its director, Martin Campbell. Several noted Dallas radio artists were present and gave a delightful musical program. Mr. Campbell was the speaker and he outlined what he believed to be the trend in radio programs.



Grandma: "Jenny, darling, aren't you going to give the little boy part of your apple?"

Jenny: "No, Grannie. Eve did that once and she has been criticized ever since."



He: "It is all so simple, my dear. We can go away together on a trial honeymoon and after a time, if we find we have made a little mistake we can separate."

She: "Yes, but what'll we do with the little mistake?"



"Ha, ha, me fair maiden, I can see through your subterfuge."

"Well who couldn't, it's only silk."



We all know that the purchase price of a big red apple is only a nickel . . . but, did you realize that for the price of an apple you can cook one good dinner for 15 people or five good meals for three people with natural gas?

This same five cents will pay for enough natural gas to make 165 cups of coffee; will heat enough water for 10 baths; or operate a gas refrigerator for a day and a half. Now when you get right down to brass tacks and consider comfort—convenience—and time saved, natural gas IS the most inexpensive item used in the entire household.



LONE STAR

The Dallas  Gas Company  
GAS SYSTEM

**LEWISVILLE**, located in southeast corner of Denton county, twenty-three miles north of Dallas; thirty-two miles northeast of Fort Worth, on paved highways to both cities, on M.-K.-T. Railway; just three miles from Lake Dallas.

Surrounded by varied soils, ranging from heavy sandy to black waxy. Adapted to fruit, truck, nuts, dairying, poultry and live stock, as well as cotton, corn and small grains. Feasible irrigation district.

We solicit inquiries concerning locations for factories and industrial plants. Have desirable location, local labor available, low tax rates.

For further information, address Chamber of Commerce, Lewisville, Texas.

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**MANSFIELD**, located forty-two miles southwest of the City of Dallas, in Tarrant county, is in the center of a splendid cotton country. In the last few years the feeding of live stock has increased to a great extent, this industry being encouraged by the Fort Worth live stock market, which is only twelve miles from the town of Mansfield. The progressive citizens have given evidence of civic interest in the development of the school system, the city government, and the improvement of the community as a whole. Address E. C. Watson, secretary, Chamber of Commerce, Mansfield, Texas.

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**MESQUITE**, fifteen minutes east of Dallas, offers the home seeker every city convenience plus the quiet surroundings, friendly spirit, and economical living of the small, well-organized community. It is the ideal home for city workers who prefer suburban life. With Dallas due west, you may drive to and from your work with the sun always behind you. Investigate Mesquite. Address Secretary Chamber of Commerce, Mesquite, Texas.

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**PALMER**, located in Ellis county, the world's largest cotton-producing county, twenty-seven miles south of Dallas on National Highway 75, is served by Southern Pacific railroad, also Texas Electric railway, has fully affiliated school, three churches, lots of good substantial business firms, nice homes, two large brick manufacturing plants, three large cotton gins, several small manufacturing plants, good telephone exchange, up-to-date water system, fire department, natural gas, sewer system, electric power, business streets paved, and has ideal locations for manufacturing enterprises. For further information, address City of Palmer, Palmer, Texas.

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**PILOT POINT**, a prosperous town about sixty miles northwest of Dallas, in Denton county, and is served by the M.-K.-T. and T. & P. railways. The surrounding farm land is rich black and sandy loam suitable for raising fruit, truck, grapes, berries, melons, peanuts and sweet potatoes. The principal crops being cotton, corn and small grain. Poultry raising has been profitable in the community, especially turkey raising. During the past few years the production

of large, soft-shell pecans has increased very rapidly and proved a profitable crop. The Jacobs oil field is located three miles northwest of here, where 26-gravity oil is found at a depth of 1,500 feet. This oil is piped into town to local refinery where it is refined into kerosene, gasoline and high-grade road oil.

A-1 affiliated high school with 25½ credits, with fourteen teachers, two of them being vocational agricultural teachers. Rural communities being served by six bus routes bringing in an average of 200 students daily from rural districts. School tax rate of fifty cents. For additional information, write Chamber of Commerce, Pilot Point, Texas.

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**PLANO**, a city of 2,000, is located in South Collin county—eighteen miles north of Dallas. Wealthiest city of its size and the center of the richest farming section in Texas. Lateral roads leading in every direction from city are piked.

Plano is located on U. S. Highway No. 75 from Winnipeg, Canada, to Galveston; is served by the Southern Pacific, north and south, and Cotton Belt, east and west, and hourly service on Texas Electric Railway from Dallas to Denison. Population of trade territory, 7,000; chief occupations: farming, raising and feeding live stock, dairying and poultry raising. Plano has thirty-four stores, bank, newspaper, ice plant, three cotton gins, large grain elevator, four garages, twelve filling stations. Plano is the center of the black land belt of Texas, is a beautiful residential city, and an ideal location for small factories. Address Joe Bradshaw, secretary, Chamber of Commerce, Plano, Texas.

◆◆◆

**RHOME** is northwest of Dallas in the edge of Wise county, just on the outskirts of the great ranch country. The territory is of a rolling to a hilly type, with most of the farm land of a mixed chocolate loam, ranging to a light gravelly class. The chief products are live stock as the land produces excellent pasture and feed crops.

Connected with both Fort Worth and Dallas by fine hard-surfaced highways, the community stands in a most favorable location for future development. Write for further details to L. Wayne Renshaw, care Rhome Milling Co., Rhome, Texas.

◆◆◆

**RICHARDSON**, eight miles from Dallas city limits, brick paved highway through city, highest quality Artesian water from poluxy sands, standard piping over entire city with automatic prescribed pressure. Municipal-owned sewerage system, paved or graveled streets, telephone system, efficient local and long distance service; Southern Pacific railroad, Texas Traction Co. lines; surrounded by most productive black land with every road paved or graveled; five churches with working membership, affiliated 14-room high school; progressive city government not burdened with local taxes. Address City of Richardson, Richardson, Texas.

**ROWLETT** is in the heart of the famous black land cotton belt, northeast of Dallas, and is noted for its high production of good quality long staple cotton. The soil is also well suited to grain and live stock production. In recent years many farmers have discovered that summer Bermuda onions of very high quality can be produced. Write J. H. Buhler, Rowlett, Texas. ◆◆◆

**SANGER**, about fifty-five miles northwest of Dallas, in Denton county, is located in a thriving farming community, producing poultry, grain, cotton, live stock, and some truck, in the form of melons, peanuts and sweet potatoes. The town boasts a very active and influential chamber of commerce, indicating progressive citizens, greatly interested in civic improvements and city government. A splendid up-to-date school system is provided for the young people of the community with especially fine training in vocational agriculture, which prepares the boys for the wide range of agricultural activities in that section. For full particulars, address Chamber of Commerce, Sanger, Texas.

◆◆◆

**TIOGA**, located about seventy miles north of Dallas, offers unusual opportunity to someone financially responsible, to build and operate a hotel as a health resort. Mineral water that is good for many ailments is to be had here in abundance for drinking, making crystals, for baths, making oils, etc. Mineral water and its by-products are now being shipped to points throughout the United States from Tioga. Those interested, write for analysis of the different wells already here. Come to Tioga and investigate for yourself. Address Chamber of Commerce, Tioga, Texas.

◆◆◆

**VENUS** is in Johnson county thirty-five miles southwest of Dallas on U. S. Highway No. 68 and is served by the Santa Fe and also the Missouri Pacific Railway and the Greyhound bus line. Venus is in the heart of the black land district and has a paved square, affiliated school, natural gas, electric lights, three churches and two banks. The soil is prolific to the growing of cotton, grain and truck farming, stock and poultry raising. Land is very reasonable here and deep-well water is easily found. The winters are very mild. We are located only thirty miles from Fort Worth. For further details, write Mayor Ralph Gidden, Venus, Texas.

◆◆◆

**WYLIE**, located twenty-nine miles northeast of Dallas, in Dallas county, is surrounded by fertile, black, waxy land, and is famous for the high-grade cotton produced in the vicinity. Poultry raising and dairying enterprises have been profitable in the community, and in the last year or two the feeding of live stock and the raising of grain crops have increased to some extent. It is inhabited by a high-class citizenship, which has provided an excellent school system, fine churches, and many civic improvements. Address Fred Gallagher, Wylie, Texas.

## Cost of Government

(Continued from Page 10)

tion here: that dealing with the reorganization of county government, and that dealing with reorganization of the administration of the school system. Here is what it has to say about county government:

"Under the operation of the uniform budget law, much concrete information as to the inefficiency of the present plan of operating county government has been brought to light. Without any exaggeration we may say that county government in Texas, as a rule, is a government without a head and without a plan, and as a unit of government has led the way in waste and extravagance. Consider this fact: under the present form of county government, each county official is practically a law unto himself: there is no co-ordination or co-operation between the various offices. The voter has been given the right to vote for a whole list of minor clerical and administrative officials; and county government as an organization has become the greatest buck-passing agency ever developed.

"All over the State the taxpayer knows that too much money is being spent by county government, but he does not know what county official is responsible for it. The taxpayer knows that the average court house is housing two or three times as many county employees as it is necessary to have in order to get the work done, but the voter does not know who is responsible for this excessive personnel. We look to our commissioners' court to control the affairs of the county, but when we examine the law we find that the commissioners' court has the responsibility without the authority to do the job."

Then the Conference's plan proceeds to suggest how county government should be reorganized, as follows: "If we are to have efficient county government, the power and authority of the commissioners' court must be expanded and made commensurate with the responsibility of the court. The commissioners' court should function as county officials, and not as precinct or district officials; therefore the commissioners' court should be elected by the voters of the county at large—thereby giving every voter the right to vote for or against every candidate for county commissioner. And in order that we might know that each of the four commissioners' districts would have a representative on the commissioners' court, provision should be made which would require that one commissioner must be selected from each of the four commissioners' districts. This would make the court which transacts county business composed of county officers, while at the same time it guarantees that each district would have a resident commissioner."

This change alone, however, would accomplish little. The commissioners' court should be made in fact a governing board of the county: a policy-determining board with authority to appoint all administra-

tive and clerical personnel. While all policy-determining officers of the county should continue to be elected by the people, the commissioners' court should have full authority to determine the number of assistant deputies and clerical personnel of all county officers and to fix their compensation. The court should select a county executive, and he should become the executive officer of the court, serving at the will of the court, and carrying out the orders of the court in administering the business affairs of the county. The commissioners' court, moreover, should be given authority to consolidate county offices where they deem it desirable. It is foolish to assume that all counties in Texas, regardless of population, should have the same number of county officials. Where economy can be effected by doing so, the court should be free to make contracts with governing boards of cities and districts within the county for the exchange of service between the various units of government. And finally, but of prime importance, the fee system of compensating public officials should be abolished and all county officers should be paid on a salary basis; and all fees should be turned into the treasury of the county.

Turning now to the matter of the schools, the Conference asserts that "the great trouble with the public school system in Texas is not high salaries: it is the lack of proper organization."

"We have in this State," it continues, "approximately eight thousand school districts directed by over thirty thousand trustees, employing forty-six thousand teachers at an annual salary of forty-nine million dollars. . . . If the county were made the unit of administration of school affairs, then instead of having eight thousand units of administration, we would have 254; if responsibility for operating the public school system in each county were placed in the hands of the county board of education, then the administration of school affairs in each county would be directed by one board instead of sixty or seventy boards; instead of having probably ten or fifteen superintendents of education in each county, we would have one. And in this connection, we should bear in mind that for the year 1930, superintendents and supervising principals received salaries of seven million dollars."

The Conference emphasizes that "cheese-paring of underpaid teachers' salaries is a good way to destroy efficiency, but a poor way to secure actual saving." "The total amount of salaries paid—forty-nine million dollars—is excessive; and the amount of that paid for supervision—seven million dollars—is excessive. The trouble is that under our system of education we have too many superintendents and supervisors, too many teachers, and too many schools. What we need is fewer and better schools."

Turning to the institutions of higher learning, the Conference says: "We have nineteen colleges and universities in Texas that are tax-supported, operating

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36 to 40	"	1.40
41 to 45	"	1.60
46 to 50	"	1.80
51 to 56	"	2.20
57 to 60	"	3.10
61 to 65	"	4.50
66 to 69	"	5.50
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under separate boards, duplicating each other's work, no co-ordinate head—all in a mad scramble for more money. What is the solution of this situation? Is it to begin a cheese-paring policy? Is it to use the pruning knife, or would the axe be better suited to the operation? A constitutional amendment should be adopted, which would abolish all of these boards of control of educational institutions in Texas which are now competing with each other for students and for appropriations—each trying to be a university within itself—and there should be set up within the State one board of education. This board should have complete control and direction of all of these educational institutions, with authority to co-ordinate the work of these various institutions and to eliminate all duplication. This work could be done by the present board of education. . . . One of two things will happen; all of these institutions are going to be seriously crippled for lack of funds, or the State is going to adopt a sane method of co-ordinating and regulating the work of these institutions."

The Conference suggests that a larger percentage of the cost of maintenance of these institutions ought to be obtained from tuition fees. But, in any event, it insists that "if an amendment could be added to the Constitution of this State which would eliminate all the boards which control our institutions of higher learning, and all authority vested in these boards should be transferred to the State Board of Education or some other board constituted along similar lines, then we could secure some real economy in the operation of these institutions, and it could be secured without sacrificing efficiency of service."

The reforms here suggested with respect to the reorganization of county government and the reorganization of the administration of the school system would require amendments to the Constitution. That means not only that two-thirds of the two houses of the legislature must vote to submit them, but that a majority of the people voting must approve them. And all of this requires widespread public understanding of the whole matter, and intelligently directed public sentiment. We are convinced that if public expenditures are to be reduced to any appreciable extent, and at the same time essential public services maintained unimpaired, some such program must be adopted. Consequently we believe it to be the duty of all agencies having to do with the creation and direction of public opinion, especially the newspapers, daily and weekly, to present the matter to the public in such a way as to stimulate discussion and the formulation of intelligent public opinion. If this duty is performed well, it may turn out that the period just ahead will turn out to be one of real progress in county government and in public school education, instead of one of retrogression, as is now threatened.—From The Texas Weekly, December 31, 1932.

## February Conventions

- Feb. 7 —Firestone Tire & Rubber Co. Dealers.
- Feb. 11 —H. J. Heinz Company.
- Feb. 11 —Texas Section, Mathematical Association of America.
- Feb. 12-13—District Child Welfare Conference.
- Feb. 12-17—Methodist Training School for Sunday School Workers.
- Feb. 13 —Texas Bankers' Association, Fifth District.
- Feb. 13-15—Mid-Winter Clinic, Dallas County Dental Society.
- Feb. 23 —Texas Wholesale Grocers' Association.
- Feb. 24-25—Southwestern Regional Conference, Junior Chamber of Commerce.
- Feb. 24-25—Southwestern Regional Sales Conference, Natural Gas Department, American Gas Association.
- Feb. 24-March 6—Better Homes Exposition.
- Feb. 27-March 1—Weichsel's Spring Beauty Show and School.
- Feb. —Ursuline Academy Homecoming.
- Feb. —S. C. Griswold, Inc., G. E. Refrigerator Distributors.
- Feb. —Southwest Wheel & Rim Co.
- Feb. —Federal Hardware & Implement Mutuals and Hardware Mutual Casualty Co.
- Feb. —Great Southern Life Insurance Co.
- Feb. —Texas Common Carrier Motor Freight Association.
- Feb. —Texas-Louisiana Tariff Bureau.



## Why Belong to the Chamber of Commerce?

1. Because the Chamber of Commerce is business insurance—an institution that is accomplishing great good for my city at a time when concerted action means more than ever before.
2. Because I realize that attention to my own business is not enough. No individual business will prosper greatly unless general conditions are improved. The Chamber of Commerce is part of a nation-wide business movement working to that end. As an individual, I want to pool my efforts with others for greatest results.
3. Because practically every plan for business betterment demands final application through the Chamber of Commerce. Business recovery may be fast or slow; but it will be measured to a great extent by the degree to which business men all work together through their organizations.
4. Because I want to see greater economy in government, both local and national, and because I know that the Chamber of Commerce is the most effective agency we have for co-operating with public officials and seeing to it that expenses are reduced.
5. Because this is the proper time for business to present a united front. I have never been a quitter in my own affairs, and I am not going to quit now and let others carry the community load.
6. Because the Chamber of Commerce is equipped to express the business sentiment of the community on both local and national affairs, and I want to make my voice and influence felt in determining the policies of our times.

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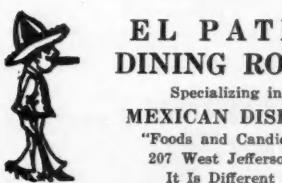
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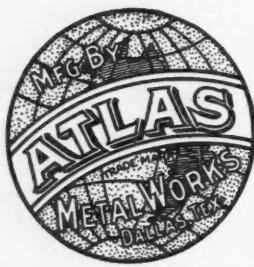
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American Detective Agency.  
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Warner Clark Home, 4408 St. Johns Drive  
David Richard Williams, Architect

This is the second of a series of talks on Regional Architecture of the Southwest. The first, in last month's issue, showed the general or composite influence of native Texas architecture on a modern home,

This is the second of a series of advertisements, featuring Southwestern Architecture, appearing every month through courtesy of the firms listed below.

**Brick and Roofing Tile**—Fraser Brick Company, Central Bank Building.

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**Insurance**—A. C. Prendergast & Company, Agents—Travelers Insurance Co., Republic Bank Building.

**Lumber**—Robinson-Brewington Lbr. Co., 2021 McKinney Avenue.

**Landscape Architects**—Wilson Mickey, 2425 Pacific Avenue.

**Plumbing Fixtures and Supplies**—Standard Sanitary Mfg. Co., 1200 Jackson Street.

**Utilities**—Dallas Power & Light Co.

while this example shows more the spirit of the old houses of the Southwestern section of the State as applied to present-day requirements. The architect had no intention nor desire to copy or to reproduce, in this present-day house, more than the spirit of honesty, the sureness of purpose, the simplicity of construction, and suitability to our climate as shown by a close study of the native old houses of Texas which were built mostly during the time when Texas was a Republic—free from the influence of any foreign styles.

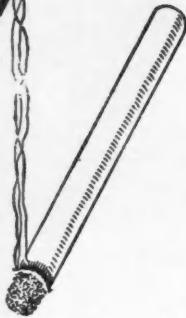
Phone 58-1280

**J. C. LUNDELL**  
MANUFACTURING  
\*All-Weather Awning\*  
 $\frac{1}{8}$ " Tempered Preswood  
(FIBER)

3308 Daniel St., North S. M. U., Dallas, Texas

Patent Ser. No. 416570

# The price of a single Cigarette



... will provide enough natural gas to cook a dinner for three people... heat enough water for two baths... operate your living room heater for 45 minutes... or make twenty-nine cups of coffee. There is still power in a penny when invested in NATURAL GAS.

**The Dallas**  
LONE STAR  
GAS SYSTEM  
**Gas Company**

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Thompson & Swanson.  
Timberlawn Sanitarium.  
Trinity Brass & Copper Co.  
Murphy W. Townsend.  
Tyler Pipe Line Company.  
Texas Cut Stone Company.  
U. S. Coffee & Tea Co.  
Uncle Sam's Pawn Shop.  
United Air Lines, Inc.  
Universal Carloading & Distributing Co.  
United Advertising Corp. of Texas.  
Ware Sundries Company.  
Will A. Watkin Company.  
Waugh's Fruit Ranch.  
Weaver Badge & Novelty Co.  
West Disinfecting Co.  
Western Newspaper Union.  
Wetter Electric Company.  
White Star, Inc.  
Wood Treating Corporation.  
R. E. Wright.  
Arthur Young & Co.  
George C. Young.  
Zinke Re-Bottoming Shoe Co.  
Advance Neckwear Co.  
American Cast Iron Pipe Co.  
Andrews-McDowell Co.  
Art Linen Importing Co.  
George S. Atkinson.  
Bartlett, Thornton & Montgomery.  
Berr Millinery Co.  
Better Money Grip Products Co.  
Bower Undertaking Co.  
Burgess, Burgess, Chrestman & Brundidge.  
Carrier Engineering Corporation of Texas.  
Cameron Oil Co.  
Central West Public Service Co.  
J. M. Colville & Son.  
Commercial Printing & Letter Service Co.  
John H. Cullom.  
Cullum & Harris.  
Dallas Architectural Decorating Co.  
Dallas Athletic Association.  
Dallas Business Reporter.  
Simon David.  
DeShong Truck Line.  
Dexter Construction Co.  
C. S. Dudley & Co.  
Duggan-Bishop Co.  
Elliot Shielz Planing Mill Co.  
John A. Erhard.  
Nelson A. Farry & Co.  
Federal Motor Service.  
First State Life Co.  
William H. Flippin.  
Furnace Construction Co., Inc.  
Golden & Croley.  
J. L. Goldman & Co.  
Grinnell Company.  
The Hoover Co.  
Hunter Fan & Motor Co.  
International Harvester Co. of America.  
John L. Jones Furniture Co.  
Joyce & Alexander.  
William J. Kantenberger.  
Lamberth Motor Co.  
Langford-Detwiler, Inc.  
La Tribuna Italiana.  
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Joe E. Lawther.  
Lee & Lee.  
Lowe & Campbell.  
Lummus Cotton Gin Sales Co.  
Lykes Bros., Ripley Steamship Co., Inc.  
Marcy-Lee Manufacturing Co.  
J. F. Marion Oil Co.  
Harry I. Maxson.  
Sam Ross McElreath.  
McBride, O'Donnell & Hamilton.  
Meletio Electrical Supply.  
Midwest Mortgage Corporation.  
Miracle Dress Shop.  
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National Savings & Loan Association.  
National Standard Life Insurance Co.  
Oak Cliff Pharmacy.  
C. J. O'Connor.  
Otey Envelope Co.  
W. W. Overton & Co.  
Palestine-Athens Motor Lines.  
Pinkerton National Detective Agency.  
Charles H. Platter.  
Prudential Securities Co.  
Pulliam & Co.  
Rainbow Gold Mining Co.  
Red Wing Shoe Co.  
Robinson Machine & Forge Works.  
Pierre L. Russell.  
Schepps Bros. Insurance Agency.  
Schwarzenbach-Huber & Co.  
Arthur J. Schwenkenberg.  
L. J. Sharp Hardware.  
John J. Simmons & Co.  
South Dallas Funeral Home.  
J. E. Stratford.  
Taber's Inc.  
Texas Manufacturing Co.  
Touchstone, Wight, Gormley & Price.  
Trinityfarm Construction Co.  
Turner's Furnishing & Clothing Store.  
United States Fidelity Guaranty of Baltimore.  
Vanity Dress Shop.  
Waldorf Hotel.  
Sam R. Weems Insurance Agency.  
White & Yarborough.  
Williamson-Greer, Inc.

♦♦♦

## Regional Conference

The third annual regional conference of the seventh region of the United States Junior Chamber will be held in Dallas February 24 and 25. Over 150 junior chamber men from Texas, Oklahoma and Kansas will meet with the national president, Courtland Otis of New York, Harry Krusz, executive secretary, and the local delegation of Dallas Junior Chamber men.

J. Howard Hayden, United States Junior Chamber vice-president and past president of the local organization, will be in charge of the business sessions and he is planning on giving the delegates a program that will be worth while.

This is the last sectional Junior Chamber meeting of any size until the national convention which will be held in the early summer. Its purpose is to bring together young business men from other states and cities so that they may better understand the problems of people in other parts of the country and thus broaden their vision which might, without these outside contacts, be cramped in a vice of localization.

## Our Highway Bill

Road building in America has passed into a new stage. Arterial highways, which heretofore have been our chief concern, are to yield their position of first importance, and secondary roads, farm-to-market roads, are to replace them as a major engineering undertaking of the nation.

Here in America in a decade and a half we ran our road bill to a billion and a half dollars a year. We thought we had settled into our stride. We thought we knew what we wanted in roads and how to get it. We concluded we must have an unbroken slab of pavement that would endure to the end of time. Such was our standard and we would live up to it.

But there was a certain exasperating ant in the molasses. These roads were back-breaking expensive. In Pennsylvania they cost up to \$50,000 to \$70,000 a mile. We spent as much as \$85,000,000 a year to build them. Even where resources shamed Croesus there was a physical limit to the mileage that could be built on this basis. And while we got certain arterial highways people in the country stayed in the mud.

Several states decided the time was ripe to get roads to areas where traffic did not call for a boulevard that cost \$60,000 a mile. Foremost were Pennsylvania, Virginia and North Carolina. Pennsylvania decided to develop the possibilities of so modest a sum as \$6,000 a mile, or even less.

In the spring of 1931, 80,000 miles of Pennsylvania roads were the responsibility of the townships, against 13,425 miles in charge of the State. Township roads have great local importance. They offer short connections between state highways, give outlets to villages and communities, provide the farmer with roads to market and to school and church, make the doctor available at all times of year, bring trade to wholesale and retail merchants, facilitate the transit of manufactured articles, relieve congestion on the main highways, give access to the great outdoor playgrounds of the State and allow hunters and fishermen to reach their objectives.—Gov. Gifford Pinchot of Pennsylvania in "Texas Highways."

♦♦♦

Bystander: "I observe that you treat that gentleman very respectfully."

Garage man: "Yes, he's one of our early settlers."

Bystander: "Early settler? Why, he's not more than thirty years of age."

Garage man: "That may be true, but he pays his bills on the first of every month."

♦♦♦

A writer sent a poem to an editor, who, it seems, has little use for verse. The title of the poem was: "Why Am I Alive?"

The editor, returning the poem, wrote, "Because you sent the poem by mail instead of delivering it in person."

# ECONOMY *Without Sacrifice*



The cost of business quarters in the Mercantile Building is in full accord with present-day economy, yet there is no sacrifice of character, convenience or quality of appointments.

*New firms coming to Dallas are urged to investigate the advantages of this building.*

## Mercantile Building

MAIN AT LAMAR ST.

# HILTON HOTELS

*Serving 8 Texas Cities*

**WHEN YOU ARE IN DALLAS  
WACO » MARLIN » ABILENE  
SAN ANGELO » LUBBOCK  
PLAINVIEW or EL PASO**

**Enjoy Hilton Hospitality  
and Profit by Our Rates**

**\$2.00 » \$2.50 « \$3.00**

# A Bit of Humor

Three small children, aged six, four and two years, respectively, were discussing what they would do if they had their lives to live over again. The six-year-old said, "Well, if I had my life to live over again, I would never take any castor oil." The four-year-old remarked, "If I had my life to live over again I would never eat any spinach." The two-year-old rubbed his eyes and said, "If I had my life to live over again I would be a bottle baby; I am getting darn tired of these cigarette ashes in my eyes."

◆◆◆

Teacher: "Johnny, define heredity."

"Yessum. It means that if your grandfather didn't have any children, then your father probably wouldn't have any and neither would you, prob'ly."

◆◆◆

First storekeeper: "I hear you were robbed last night."

Second storekeeper: "Yes, but the loss might have been worse. I had just marked everything down fifty per cent."

◆◆◆

A student failed in all five subjects he took. He telegraphed to a brother:

"Failed in five. Prepare papa."

The brother telephoned back:

"Papa prepared; prepare yourself."

## TRAVELERS GUIDE

### Tourist Camps

CAMP HORN TOURIST APARTMENTS, Federal Highway No. 81, Phone 2-3840, (D. B. Spiller, Mgr.) Austin, Texas.

PETRIFIED FOREST LODGES, North City Limits, Highway No. 2, Tel. 9871. Austin, Texas.

### Cafes

"EL FENIX" CAFE, 108 S. Santa Rosa Ave., San Antonio, Texas.

MAVERICK CAFE, 621-23 Congress Avenue, Tel. 7688, Austin, Texas.

RIVERSIDE CAFE, (Lonnie Wilson, Proprietor), 102 E. Houston St., San Antonio, Texas.

### Hotels

LA FITTE HOTEL, 535 S. St. Mary's St., San Antonio, Texas.

"My son," said Mrs. Foster, "do you think that chorus girl is the right sort? Do you think you could bring her home and introduce her to me and your sister?"

"Sure, mother, but I'd hate to trust dad with her."

◆◆◆

"When are you going on your vacation?" "I don't know, just as soon as the neighbors get through using my suitcase."

◆◆◆

Rastus was approached by a life insurance agent: "You had better let me write you a policy, Rastus." Rastus, who was thoroughly married: "Nah sah, I ain't any too safe as it is."

◆◆◆

"His father's death was caused by a falling spade." "How?" "The ace fell out of his sleeve at a poker game."

◆◆◆

One negro boy to another: "What wus dis here ghos' doing de las time yo seen him?" "Jes fallin' behin', mistah, jes fallin' fudder and fudder behin'."

◆◆◆

Father: "There sonny, I have told you the story of your daddy and the Great War."

Son: "Yes, daddy, but what did they use the other soldiers for?"

◆◆◆

He (at a dance): "I adore that funny step. Where did you pick it up?"

She: "Funny step, nothing, I'm losing my garter."

◆◆◆

First ginner: "If you had \$5 in your pocket what would you think?"

Second ginner: "I'd think I had on an oil miller's pants."

◆◆◆

Old lady: "I suppose that this is another of those terrible futuristic paintings?"

Clerk: "I'm sorry, madam, but this is a mirror."

◆◆◆

It is not good that a man should be alone. Join your fellow business associate if you would travel the road of success.

Farmer: "Be this the Woman's Exchange?"

Woman: "Yes."

Farmer: "Be ye the woman?"

Woman: "Yes."

Farmer: "Well, then, I think I'll keep Maggie."

◆◆◆

Friend: "Don't cry little boy. You will get your reward in the end."

Tommy: "S'pose so. That's where I allus do get it."

◆◆◆

Small girl (to seven-year-old boy friend) "Oh, I think you're lots better looking than your daddy."

Boy (true child of the motor era): "Well, I oughta be—I'm a later model."

◆◆◆

Piggly: "Is my face dirty, or is it my imagination?"

Wiggly: "Your face isn't; I don't know about your imagination."

◆◆◆

"I know how to settle this unemployment problem," said the club wag. "If we put all the men of the world on one island, and all the women on another, we'd have everybody busy in no time."

"Well, what would they be doing?"

"Why, boat-building."

◆◆◆

A gent, alcoholically oversubscribed, wandered into a movie. During the intermission, while the audience was being bored with announcements of future films, the drunk got to his feet and called out:

"Is there a doctor in the house?"

There was. A man down in the third row stood up, saying:

"I am a doctor."

The drunk leered amiably. "Hello, doctor," he said, and sat down.

◆◆◆

Some gulls were following a ferry boat.

An Irishman said: "Nice flock of pigeons."

A tourist insisted: "Those are gulls."

"Well," said the Irishman, "gulls or boys, they are a fine flock of pigeons."

◆◆◆

Kit: "Gee, but that date last night was fresh!"

Kat: "Well, why didn't you slap his face?"

Kit: "I did, and take my advice—never slap a guy when he's chewing tobacco."

◆◆◆

Difficulty makes desire. A majority desire a change.

◆◆◆

Wife: "Don't you think a man has more sense after he has married?"

Husband: "Yes, but it's too late then."

**ZUBER & ZUBER**  
WHOLESALE COLLECTIONS  
Business Troubles Adjusted  
411 Santa Fe Building

C. B. ZUBER

JNO. S. SPANGLER

F. M. ZUBER



# DALLAS BUYERS INDEX

## Accountants

**O. CURRIN & COMPANY**  
AUDITORS AND ACCOUNTANTS  
(Specialize In Bank Audits)  
705-9 Dallas Bank & Trust Building  
O. CURRIN, President  
7-6192 Dallas, Texas

## Boxes, Corrugated

**TEXAS CORRUGATED BOX COMPANY, Inc.**  
Manufacturers  
Corrugated Fibre Shipping Containers  
—Ask us to design a box for your product  
P. O. Box 1387 Phone 5-4105  
DALLAS

## Blue Prints

**Southwestern Blue Print Company**  
H. F. KOCH, MANAGER  
**PHOTOSTAT PRINTS**  
CONSTRUCTION BLDG. 2-8084 415-16 TOWER PETROLEUM BLDG.  
405 SO. AKARD ST.

## Blue Prints

Blue Prints Photostats  
Rotaprints Superstats  
Manufacturer of  
Blue Print Paper and Cloth  
**JNO. J. JOHNSON**  
1912 N. St. Paul St. Dallas, Texas  
Phone 2-8067

## Bottles, Kegs, Crockery

**BOTTLES KEGS CROCKS** Phone 7-0270  
2035 Cedar Springs  
**A B STORE Wholesale Retail**  
We Sell All Kinds of  
Glassware, Corks, Cartons, Pottery, Bottlers' Supplies and Cooperage—Complete Stock

## Bus Transportation

**GOLDEN EAGLE LINES**  
COAST TO COAST  
Something New in Bus Transportation  
AIR CUSHION RECLINING CHAIRS  
FREE PILLOWS, PORTER SERVICE,  
ICE WATER  
Station, Jefferson Hotel Phone 2-8059  
City Office, 1022 Main Phone 2-8050

## Carbon Paper and Ink Ribbons



**TEXAS RIBBON & CARBON COMPANY**  
305 Insurance Building Phone 2-1527 Dallas, Texas  
C. R. SCOTT, Mgr.

## Drilling Contractors

### J. M. RUSH

1224 Kirby Bldg.  
DALLAS, TEXAS

## Exterminators

**RATS—ROACHES**  
If You Have Them We Kill Them  
**International Exterminator Co.** 8-4916  
111 N. Carroll

## Fruits, Wholesale and Retail

**Texas Fruits Help Build Texas**  
The best in Rio Grande Valley Grapefruit and Oranges for less money.  
Express shipments to all parts of the United States.

**Waugh's Fruit Ranch**  
Orange Street at McKinney Ave.  
Phone 2-8250

## Insurance

**Guaranty Old Line Life Co.**  
Guaranty Old Line Life Ins. Co.  
Guaranty Old Line Life Underwriters, Inc.  
J. C. EVERETT, Pres.  
418-19-20-21-22 Wilson Bldg.  
Tel. 7-4532 Dallas

## Labels



## Law School

**LEARN LAW—One Year Course**  
**SOMERVILLE LAW SCHOOL**  
Visit Tuesday and Friday Nights  
1807½ Commerce Street Phone 2-0111  
Dallas, Texas

## Motor Freight Lines

**CLOSED TRUCKS DAILY SERVICE EACH WAY**  
**EAST TEXAS RED BALL MOTOR FREIGHT LINE**  
Banded and Insured—Class A Permit 3335  
We Deliver to Your Door  
DALLAS-HENDERSON  
Via TERRELL, TYLER, KILGORE, LONGVIEW  
Direct Connection With Shreveport, Lufkin, Nacogdoches and Points East  
PHONE Dallas 6-4117 Fort Worth 6-4119 San Antonio 6-2222 Houston 6-2223  
DALLAS DEPOT—2218 S.O. HARWOOD ST.

## Motor Freight Lines

Cleburne Phone 1378 Dallas Phone 2-4015  
Waxahachie Phone 1144

### D. L. & W. MOTOR LINES

Daily Freight Service to Cleburne, Waxahachie, Glen Rose and Intermediate Points

## Motor Freight Lines

♦ Interstate Freight Motor Transportation ♦  
**Roadway Express, Inc.**  
Daily Service Between Dallas and St. Louis  
Service to and from principal points north and east  
Phone 2-2010 1401 S. Preston  
Dallas, Texas

## Motor Freight Lines

Phone 3-5131 Dallas, Texas  
**J. L. WHITE MOTOR FREIGHT LINES**  
DALLAS—FT. WORTH—TULSA—ENID  
Daily Freight Service Between These Points  
400 N. Walton Street

## Newspaper Clippings

**TEXAS PRESS CLIPPING BUREAU**  
Established 1910  
J. HENRY SIMPSON, Owner and Manager  
Insurance Building  
Newspaper Clippings and Reports  
Phone 2-7628 DALLAS, TEXAS

## Photostats

**PHOTOSTAT PRINTS**  
Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, etc.  
**JNO. J. JOHNSON**  
1912 N. St. Paul St. Phone 2-8067

## Restaurants



## Storage and Transfer

**FIREPROOF STORAGE CITY & INTER-CITY DRAYAGE**  
**HEAVY HAULING**  
**GILLETTE TRANSFER & STORAGE COMPANY**  
DALLAS, TEXAS  
LONG DISTANCE HAULING  
FRED GILLETTE Phone 2-7701  
Res. 6-6403 1712 CARTER ST.

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## What Ultimate Result?

In an address before the Ohio Chamber of Commerce, Edwin S. Todd of Miami University passed along an observation based on a recent trip to England, which comes to mind as we hear the increasingly insistent discussions of unemployment "insurance," which, of course, is not insurance at all. He said:

One can neither read the reports of the Royal Commission on Unemployment Insurance, nor talk very long with employers or employees, without coming to the conclusion that there is little or no reluctance among British workers to make unwarranted use of unemployment benefits or the public dole.

For example, in Birmingham alone, during 1931, out of the first 2,000 cases examined, no fewer than 1,664 were struck off the fund because they already were at work. The only excuse made by the recipients was that "they thought they were entitled to it."

Again, discussing the growing habit of people working only long enough to qualify for unemployment benefits and then voluntarily quitting work, Todd quoted one of the canons of the Liverpool Cathedral, himself an ardent social worker, as having said:

I am reluctantly compelled to confess that one of the results of the effort to relieve unemployment since the war is the sad fact that there has grown up a very large body of men and women who have lost the will to work.

## Not Without Honor

While acknowledging the scores of kindly comments on the new type dress that made its appearance last month, and noting that they properly are due to Lester Douglas, director of art and typography, let us mention another of his achievements. We got quite a thrill from the news that Mr. Douglas has been asked by the American Institute of Graphic Arts to direct the traveling exhibition of European books which thirty-five American cities will see next fall after it has occupied its place at the Chicago Century of Progress Exposition. The idea is to present 100 well-conceived, fully designed and carefully printed and bound trade books made abroad for definitely priced markets. He will edit and design the descriptive textbook of the exposition, itself intended to exemplify American book craftsmanship.—Merle Thorpe in Nation's Business.



"Do you know Jones, the poet?" "Yes, very well." "Vot do you consider his best production?" "His daughter, Lizzie."

# Hotels and Apartments

## Some Points of Interest in Dallas

**FOR A MOTOR TOUR**—Go out Maple avenue to Oak Lawn. Here are some of the attractive apartment hotels of the city, the well known Dallas Little Theater, Reverson Park, and one of the important hospital centers, including Parkland hospital, Bradford Memorial Hospital for Children, Hope Cottage, the Presbyterian Clinic and the Scottish Rite Hospital for Crippled Children.

**BEAUTIFUL RESIDENTIAL SUBURBS** of University Park and Highland Park, including Southern Methodist University and Dallas Country Club, may be visited by continuing this drive along Turtle Creek Boulevard, Lake Side Drive and Mockingbird Lane.

**"LITTLE MEXICO"**—A picturesque settlement a few blocks from the business district on McKinney avenue, where Mexican food, pottery, baskets and other handicraft may be procured.

**INDUSTRIAL BOULEVARD** gives an interesting view of the renowned Dallas skyline as well as some idea of the immense project which has just been completed in straightening the Trinity river channel and reclaiming 10,000 acres of land for industrial purposes in the heart of the city.

**MARSALIS PARK ZOO**, one of the largest and best in the Southwest.

**INDUSTRIAL AND MANUFACTURING PLANTS**  
Visitors may make arrangements for trips through the following large plants at certain hours: Ford Motor Company, Brown Cracker & Candy Company, Armstrong Packing Company, Texas Electro Plating Company, Simms Oil Company Refinery, Lone Star Cement Company, Dallas Power & Light Company plant, American Airways shops, Dallas News and Times Herald, newspapers, and the Texas Textile Mills.

**DALLAS ART GALLERY**—In the Power & Light Building.

**HIGHLAND PARK ART GALLERY**—In the Town Hall, Highland Park.

**OBSERVATION TOWER**—Atop the twenty-nine-story Magnolia Petroleum Company Building, furnished a good panoramic view of the city. It is open to the public without charge.

**THE THEATER DISTRICT**—Centered on Elm street between Akard and Harwood. Here will be found a number of beautiful theaters, offering high-class vaudeville and motion picture entertainment.

**AIRPORT**—Within a twenty-minute ride of the business district of the city is Love Field, one of the leading commercial aviation centers in the South, and one of the five airports in the United States having an A. T. A. rating from the Department of Commerce. It contains 273 acres of land, four hard-surfaced runways, lighted for night use, eleven hangars, a terminal building and a government-approved aviation school. It is one of the show places of Dallas.

**SHOPPING CENTER**—Women especially appreciate the privilege of shopping in the large department stores and the smart salons of the downtown business district. Perhaps no city of its size in the country offers such a complete and attractive array of splendid shops as are found in Dallas.

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Four, five and six rooms, completely furnished. Janitor and maid service. All bills paid.

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Two persons, \$2.00 daily and up,  
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Where particular people stop. Hot and cold water in all rooms.

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## FOREST INN

A Homelike Hotel in Oak Cliff

# Less Than \$1,000 SAVED . . .



## How Much Are You Worth?

IF YOUR ANNUAL EARNINGS ARE	YOU ARE WORTH
\$ 3,000	\$ 60,000
5,000	100,000
7,000	140,000
10,000	200,000
15,000	300,000
25,000	500,000

## FOR HOW MUCH IS YOUR WORTH OR EARNING POWER . . . INSURED?

SOUTHERN OLD LINE LIFE INSURANCE CO.

SLAUGHTER BLDG.  
DALLAS, TEXAS

REPUBLIC LIFE INS. CO.  
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DALLAS, TEXAS

UNITED FIDELITY LIFE INSURANCE CO.  
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DALLAS, TEXAS

INTERNATIONAL TRAVELERS ASSURANCE CO.

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United States Life Insurance Companies paid or credited to policyholders and beneficiaries in 1932 the gigantic sum of \$3,100,000,000, according to an estimate made by Thomas A. Buckner before the Twenty-Sixth Annual Convention of the Association of Life Insurance Presidents. \$925,000,000 of this went to widows, orphans and other beneficiaries as death claims, while \$2,175,000,000 went to living policyholders in matured endowments, annuities, surrender values, dividends and disability benefits.

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GULF STATES SECURITY LIFE INSURANCE COMPANY  
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LET TEXAS COMPANIES INSURE YOUR LIFE AND INCOME

## B

BILL BROWN earns \$250 per month or \$3,000 per year, but he has not yet been able to accumulate his first \$1,000 in savings. So, judging from Bill's financial statement, he isn't worth much.

But, if we look at his statement from a different angle, we will find that BILL IS WORTH \$60,000—for it would take this sum, invested at 5 per cent, to earn for him \$3,000 per year or \$250 per month.

Now if Bill had \$60,000 invested at 5 per cent, he would take every precaution to see that the principal sum is protected and the income from it insured. Why shouldn't he be just as careful to safeguard himself and his family against the loss of the income he now receives by reason of his earning power? And why shouldn't YOU?

The safest, surest and most practical way to do this is through life insurance.

Ask a representative of one of these Texas companies how you can best conserve and perpetuate the income you now receive and expect to receive from your earning power.

